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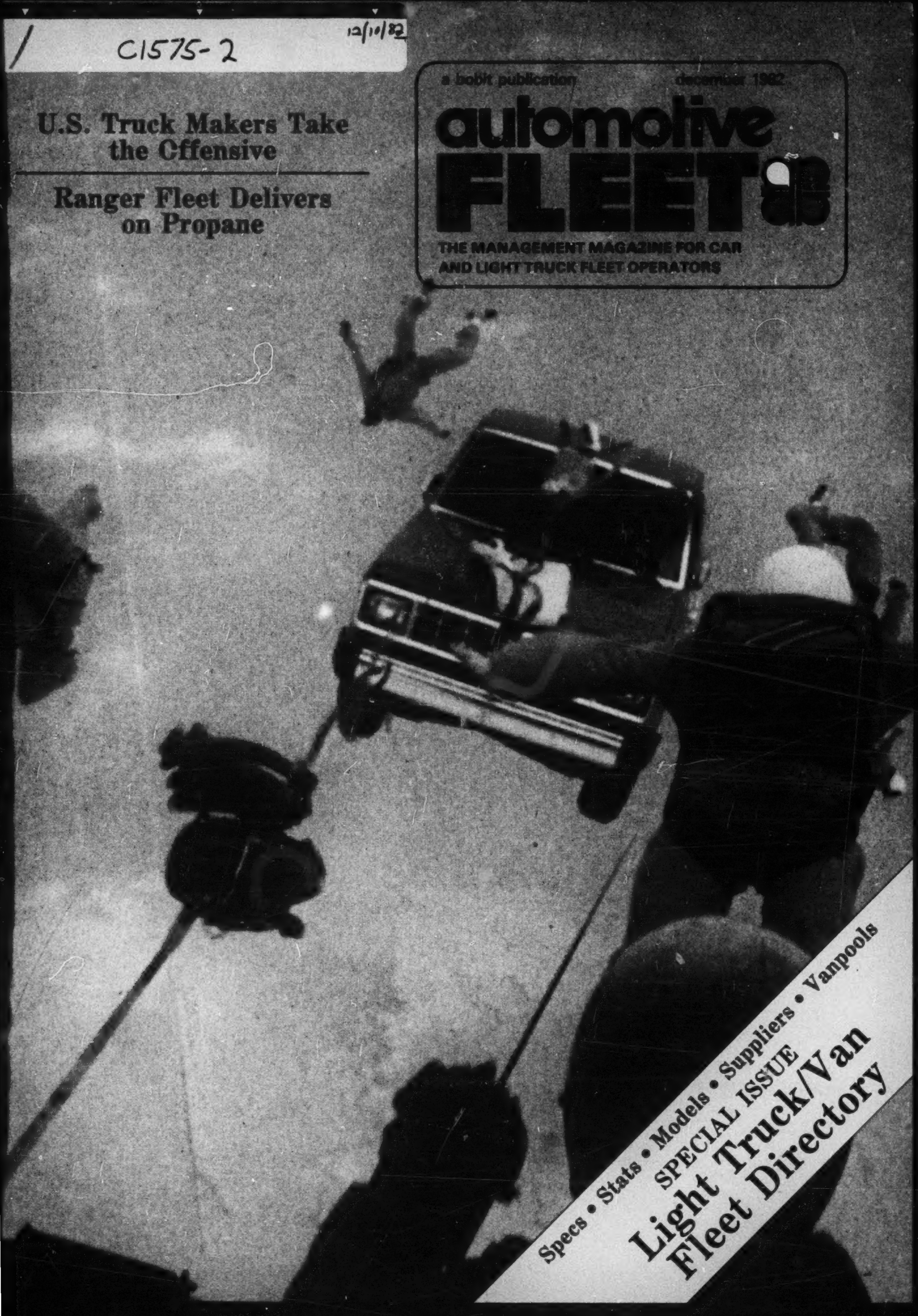
automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

U.S. Truck Makers Take the Offensive

Ranger Fleet Delivers on Propane



Specs • Stats • Models • Suppliers • Vanpools

SPECIAL ISSUE

Light Truck/Van Fleet Directory

DECEMBER 1982 VOL. 22, NO. 2

automotive FLEET®

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility and driving schools.

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On our cover: Frame from Ford Ranger film strip (TV Commercial).

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More Trucks, More Mini's in '83

More pickups and vans will be purchased by fleets in the '83 model year; up by nine percent over '82 buying. The established trend toward the "mini" Class I (under 6,000 gvw) continues with fleets increasing purchases by 20.7 percent in this category. Not all the overall gain in sales is coming out of the traditional Class II (6-10,000 gvw) range as this group will only be down 7.5 percent in purchases. There is a definite upswing in buying by fleets for '83.

In AUTOMOTIVE FLEET's initial new light truck acquisition study there were 1,000 questionnaires mailed out at random to AF's truck fleet circulation. There were 258 returns with 248 useable for an effective 24.8 percent return and an excellent cross-sampling of the industry. The sample's typical respondent is operating 534 Class I and II (all under 10,000 gvw) light trucks. An analysis reveals that imports account for 9.5 percent of the Class I market and 5.3 percent overall in both classes from responses from Business/Commercial (31 percent) fleets, Utilities (29 percent), Governmental (15 percent) and "Other" (25 percent); a check of the "Other" group indicates that most fall into a specialty commercial area or are leasing companies themselves.

Total respondents reported operating 132,472 light trucks with an annual average mileage of 19,543 with replacement life averaging out at about five years (61.55 months). Translating this into mileage, the average truck at replacement has recorded 100,239 miles.

Results showed that 27.9 percent are operated under lease. While 14 percent of fleets specify both automatic and manual transmissions, a full 39 percent are buying manual transmissions exclusively in Class I and 46.2 percent in Class II in their purchases for '83. It should be pointed out that while Utilities accounted for 29 percent of the study's response, this group accounted for 57.3 percent of the vehicles. This compares with the Business/Commercial category with 31 percent returns but representing accounting for 19.2 percent of the trucks in the survey. AF estimates that there are fully 1.6 million light trucks operating in the fleet market.

In parallel, with firms using imports there were 32 percent of the returns in the Business/Commercial group accounting for only 611 imports or 8.7 percent of the total imports reported in operation. Utilities are obviously the larger users of imports since 27 percent of the returns were in this area and accounted for 78.6 percent of the imports reported.

Other interesting statistics derived from the study are on the truck's use; 75 percent are driven mainly in the urban and suburban paved road routes; 17 percent are working primarily on unpaved roads; and 8 percent are into off-road activity where the incidence of four-wheel drive units is evidenced in the study. Pickups represented 43.1 percent of all the light trucks reported but vans were actually more popular in numbers with 45.9 percent. With the respondent's 46,873 two-wheel-drive pickups operated, 9258 were replaced in 1982 or just slightly above expected replacement rates. In 1983, these same fleets expect to purchase 9612 pickups or five percent above average. Of those purchases, 23 percent will be the mini variety and 15.4 percent in Class II. Van replacement in '82 was 3365 but is expected to be 3821 in '83.

Manufacturer and supplier marketing people are invited to view all of the results for further analysis at AF's headquarters as all raw data is intact. — Ed.

Study Of Planned New Light Truck Purchasing/Leasing For '83 Models

Summary Results

AUTOMOTIVE FLEET will publish the results of anticipated light truck buying so fleet readers can compare their choices with other similar fleets. Please help our industry by filling out this brief questionnaire and returning it in the postage-paid envelope.

1. No. of Light Trucks/Vans in fleet

	Under 6000 gvw Owned	Under 6000 gvw Leased	6000-10,000 Owned	6000-10,000 Leased
Domestic	56,309	13,883	33,707	21,565
Import	2,714	3,965	154	175

2. Primary Classification

77 ☒ Business/Commercial (Contracting, Pest Control, Cable-TV, Plumbing, etc.)
72 ☒ Utility
38 ☒ Governmental
59 ☒ Other

Avg. Annual Mileage: 19,543 per truck

Avg. Replacement Life 61.55 months

Use: 75 % City/Suburban; 17 % Unpaved Roads; 8 % Off-Road; = 100%

3. Current Composition of your Fleet (in number of units)

		Pick-ups		Vans		Specialty/Other		Cab/Chassis with Vocational Body		Totals
		2WD	4WD	2WD	4WD	2WD	4WD	2WD	4WD	
Total Under 6000 gvw		31,991	1,447	30,809	142	588	173	1,156	109	66,41
Total 6000-10,000		14,882	1,596	22,045	140	2,013	236	7,580	783	49,27
How many '82 models bought or leased?	under 6000	7,069	234	1,054	3	98	50	105	3	8,61
	6000-10,000	2,189	264	2,513	37	215	42	778	183	6,22
How many '83s planned to buy or lease?	under 6000	7,326	236	2,312	1	183	44	282	7	10,39
	6000-10,000	2,286	245	1,509	124	330	18	1,141	100	5,75

4. What Equipment are you specifying on New '83 Purchases/Leases? Please check 'X' where applicable.

	*Under 6000 gvw	6000-10,000
Automatic Transmission	93.0%	65.1%
Manual Transmission	39.0%	46.2%
Engine — Gas, 4-cyl.	43.0%	3.8%
Gas, 6-cyl.	64.5%	44.1%
Gas, 8-cyl.	33.3%	67.2%
Diesel, 4-cyl.	5.4%	2.2%
Diesel, 6-cyl.	6.5%	10.8%
Diesel, 8-cyl.	8.6%	24.7%
Domestic	94.0%	90.3%
Import	11.8%	3.8%
Pickup Van Package (shell or bed conversion)	23.1%	5.4%
Four-Wheel-Drive	35.5%	30.1%
Heavy Duty Package	50.0%	76.9%
Optional Payload Package	43.0%	44.6%
Air Conditioning	41.9%	30.1%
AM/FM Radio	26.9%	22.6%
Power Steering	70.4%	90.9%
Power Brakes	80.6%	94.6%
Dual Rearwheels	4.8%	54.8%

*In question 4, combined results may total over 100% since some respondents checked more than one 'box'; i.e. Automatic Transmissions — 186 total responding with 26 checking both manual and automatic.

Top Twenty-Five Business/Commercial Light Truck & Van Fleets

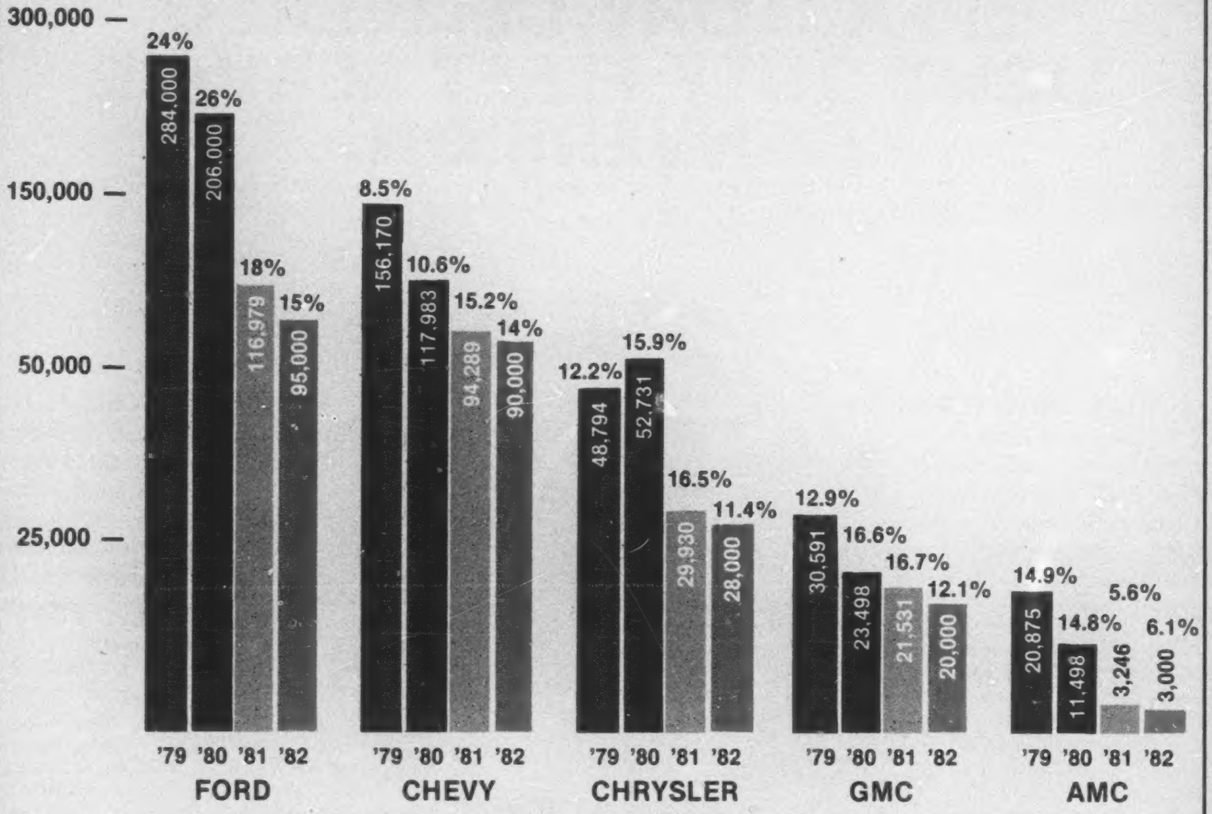
1. Sears Roebuck Chicago, IL	Jack Lucas	17,000
2. Frito-Lay Dallas, TX	Joe Wilson Pete Philip	10,000
3. Goodyear Akron, OH	A.P. Spencer	3,960
4. Federal Express Memphis, TN	Ron Pruitt	3,589
5. ARA Services Philadelphia, PA	Herb Jamic	3,500
6. Standard Oil Co. (Indiana) Chicago, IL	Dennis Lese	3,500
7. Purolator Courier New Hyde Park, NY	Jack Neusch	3,450
8. Montgomery Ward Chicago, IL	Roseann Neveitt	3,150
9. Burlington Northern St. Paul, MN	John Long	3,100
10. Rollins Inc. Atlanta, GA	Porter Thompson Bob Holloman	3,093
11. Tenneco Inc. Houston, TX	J.R. "Jack" Gudelman	2,909
12. Dow Chemical USA Midland, MI	Ron Smith Pam Pfuehler	2,800
13. Exxon Houston, TX	Jack Lamb	2,800
14. General Electric Major Appliance Business Group Louisville, KY	V.J. Miska	2,800
15. Johnson Controls, Inc., Milwaukee, WI	Bob Borchert	2,570
16. Shell Houston, TX	W.L. (Bill) Humphries	2,500
17. Union Carbide New York, NY	Walt Dzitko	2,500
18. Xerox Rochester, NY	Ron Pink	2,500
19. Weyerhaueser Tacoma, WA	Jack Barthel	2,462
20. Canteen Corp. Chicago, IL	Mark Klein	2,403
21. Phillips Bartlesville, OK	B.J. Webb	2,384
22. Honeywell Minneapolis, MN	Doug McLeod	2,248
23. U.S. Steel Pittsburgh, PA	"Mac" Wilson	2,200
24. 3-M St. Paul, MN	R.H. Cole	2,183
25. Dresser Industries, Inc., Dallas, TX	Paul M. Bryant	2,100
TOTAL		**91,701**

Top Twenty-Five Utility Light Truck & Van Fleets

1.	Southwestern Bell St. Louis, MO	Elizabeth A. Towns	18,000
2.	Southern Bell T & T Atlanta, GA	Richard L. McDonald	16,000
3.	New York Telephone Brooklyn, NY	Lindsay Payne	10,200
4.	United Telecommunications Shawnee Mission, KS	Guy Sabiston	7,586
5.	General Tel. of CA Pomona, CA	Del Wingerd	6,201
6.	Continental Tel. Co. Atlanta, GA	David Burry	5,990
7.	Michigan Bell Southfield, MI	Alfred W. Clare	5,500
8.	Pacific T & T San Francisco, CA	Mr. C. Ford	5,000
9.	Ohio Bell Columbus, OH	Robert S. Duff	4,386
10.	Bell Tel. and Diamond State Tel. Philadelphia, PA	W.H. Davis	4,300
11.	Mountain Bell Denver, CO	Jerry Vegwert	3,500
12.	General Tel. of S.W. San Angelo, TX	Paul M. Melton	3,429
13.	Pacific N.W. Bell Seattle, WA	Pete Labarge	3,300
14.	New England T & T Boston, MA	Mr. Roberts	2,500
15.	Consumers Power Jackson, MI	Don Lemons	2,200
16.	American Electric Power Service Canton, OH	Dick Stage Paul Roof	2,000
17.	General Tel. of N.W. Everett, WA	O.W. Cordell	1,835
18.	Michigan Consolidated Gas Detroit, MI	Gregory J. McCaffrey	1,456
19.	Southern California Edison, Pomona, CA	F.H. Bumpf	1,450
20.	Bell Tel. of PA Pittsburgh, PA	Wayne E. Delcambre	1,415
21.	Pacific Gas and Electric San Francisco, CA	J. Roman	1,400
22.	Houston Light and Power Houston, TX	Jack Johnson	1,150
23.	General Public Utilities Parsippany, NJ	Mr. Murphy	1,103
24.	Florida Light and Power Miami, FL	George Lindemeyer	900
25.	Philadelphia Electric Philadelphia, PA	Mr. Haskey	400
	TOTAL		**111,201**

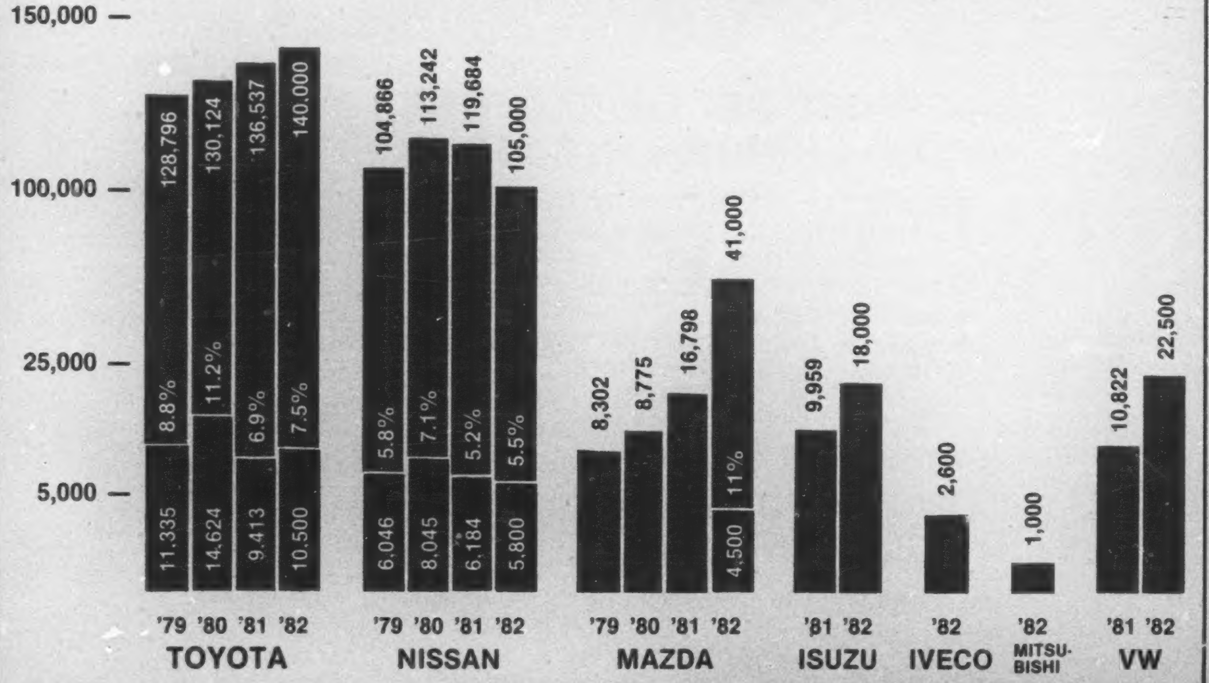
1979-1982 Light Truck Fleet Sales By Maker — Plus % of Retail

('82 Estimated — Extended from 9 Mo. Figures)



1979-1982 Total Light Truck Sales & Fleet Sales for Imports Plus VW

('82 Estimated from 9 Mo. Figures)



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Light Truck Market Statistics

New 1974 to 1982 Light Truck Registrations Reported Class I & II

National and Fleet Totals

MAKE	1974	1975	1976	1977	1978	1979	1980	1981	1st 8 Mo. 198
Total	2,148,339	1,982,733	2,693,646	3,069,482	3,518,374	4,065,190	2,749,051	1,926,887	1,499,8
Fleet	252,318	175,590	219,736	298,662	355,415	551,096	429,186	278,121	180,8
% of Fleet	*11.7%*	*8.8%*	*8.2%*	*9.7%*	*10.1%*	*13.6%*	*15.6%*	*14.4%*	*12.1*
CHEVY (1)	803,864	771,518	1,011,377	1,078,692	1,233,932	1,832,454	1,114,847	619,997	481,340
(2)	85,891	61,429	78,625	103,727	123,369	156,170	117,983	94,289	481,349
(3)	*10.68%*	*7.96%*	*7.77%*	*9.62%*	*9.99%*	*8.52%*	*10.58%*	*15.2%*	*14.0%*
FORD	766,356	662,902	870,231	1,036,213	1,219,693	1,185,000	795,000	548,804	455,4
	100,438	60,691	77,661	105,721	124,823	284,000	206,700	116,978	68,7
	13.11	*9.16*	*8.92*	*10.20*	*10.23*	*24.00*	*26.00*	*15.00*	*15.*
GMC	142,055	140,423	223,805	234,992	283,540	236,750	141,744	128,615	122,177
	14,184	10,926	15,251	21,618	27,552	30,591	23,498	21,531	14,842
	9.98	*7.78*	*6.81*	*9.20*	*9.72*	*12.92*	*16.57*	*16.7*	*12.1*
DODGE & PLYMOUTH	258,563	250,453	333,201	385,125	396,268	400,945	347,138	181,306	156,8
	30,216	29,581	31,694	40,823	41,603	48,794	52,731	29,930	21,2
	11.69	*11.81*	*9.51*	*10.60*	*10.50*	*12.16*	*15.90*	*16.50*	*11.*
AMC	67,110	69,834	95,506	115,079	161,912	140,431	77,852	58,257	38,811
	7,988	8,380	11,461	17,262	21,979	20,875	11,498	3,246	2,357
	11.90	*11.99*	*12.00*	*15.00*	*13.57*	*14.86*	*14.76*	*5.60*	*6.10*
IHC	73,656	37,630	34,769	32,392	35,794	25,794	18,805	2,264	N
	9,870	NA	NA	NA	NA	NA	NA	88	N
	13.40	*NA*	*NA*	*NA*	*NA*	*NA*	*NA*	*3.90*	*N*
TOYOTA	31,243	44,719	49,823	83,600	94,882	130,648	131,648	130,379	91,111
	NA	NA	27	2,526	10,966	4,620	8,731	5,874	3,547
	NA	*NA*	*.01*	*3.02*	*11.55*	*3.53*	*6.60*	*4.50*	*3.90*
NISSAN/ DATSUN	NA	NA	71,902	102,071	87,645	104,866	113,242	112,382	80,3
	NA	NA	2,257	3,797	5,123	6,046	8,045	6,184	2,9
	NA	*NA*	*3.13*	*3.71*	*5.84*	*5.76*	*7.10*	*5.50*	*4.*
MAZDA*	5,492	5,254	3,032	1,318	4,708	8,302	8,775	16,798	26,808
ISUZU*								9,959	12,500
IVECO*									1,500
MITSUBISHI* (Distributed by Chrysler)								10,822	22,500

(1) Total light truck sales — Class 1 & 2 (Including Suburban Class)
(2) Total light truck fleet sales
(3) Fleet percentage of total
* Initial fleet programs began in 1982

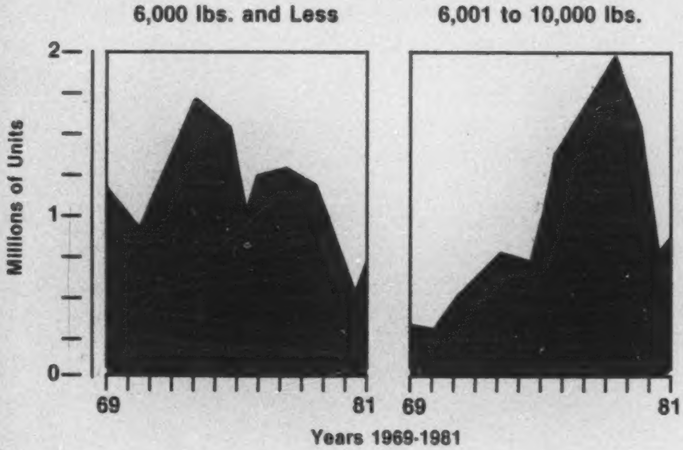
Note: Domestic Source Data

Light Truck Statistics

FACTORY SALES OF TRUCKS BY G.V.W.

	6,000 & Less	6,001 10,000	Total Class I & II
1981	629,030	816,373	1,445,403
1980	592,339	794,184	1,386,523
1979	1,014,016	1,594,060	2,608,076
1978	1,231,559	1,990,547	3,222,106
1977	1,326,132	1,723,426	3,049,558
1976	1,248,034	1,389,707	2,637,741
1975	982,511	962,987	1,945,498
1974	1,536,778	731,529	2,268,307
1973	1,735,645	761,481	2,497,126
1972	1,414,551	584,612	1,999,163
1971	1,196,544	486,388	1,682,932
1970	950,252	401,592	1,351,844
1969	1,121,222	405,108	1,526,330

ANNUAL TRUCK FACTORY SALES BY G.V.W.



U.S. FACTORY SALES OF TRUCKS BY G.V.W.

	6,000 & Less	6,001-10,000
Total		
1981	52,487	20,862
1980	72,501	4,973
1979	33,019	950
1978	35,019	990
1977	2,392	1,128
1976	—	1,596

U.S. TRUCK FACTORY SALES BY BODY TYPE UNDER 10,000 LBS. G.V.W.

	1976	1977	1978	1979	1980	1981
Pickup	1,660,222	1,937,716	1,969,518	1,623,875	931,093	933,809
Compact or Passenger Car Type	71,215	84,091	90,295	81,919	70,456	137,766
Conventional	1,589,007	1,853,625	1,879,223	1,541,956	860,637	796,043
Multi-Stop	33,882	36,326	40,368	30,111	20,965	28,637
Van	485,860	519,532	547,939	391,667	131,346	177,497
Station Wagon (on Truck Chassis)	114,062	139,903	153,979	136,678	60,634	65,895
Passenger Carrier	4,989	7,080	4,484	3,619	39,273	37,227
General Utility	255,059	295,424	371,978	295,642	126,687	136,810
Other	83,667	113,577	133,840	126,484	76,524	65,528
Total Under 10,000 lbs. G.V.W.	2,637,741	3,049,558	3,222,106	2,608,076	1,386,523	1,445,403

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1. Tenth Biennial Lease/Rental Survey -- 50 cents
2. 1983 Fleet Car Specifications Chart — 50 cents
3. State Automobile Insurance, Registration and Tax Facts Chart — 50 cents

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READER UPDATE

Calendar

JANUARY

10-12 — Winter Driving Workshop, National Safety Council, Chicago, IL

12 — SAE Special Conference on Highway Vehicle Maintenance Technology, Hyatt Regency, Chicago, IL

23-27 — AALA Annual Convention, Camelback Lodge, Scottsdale, AZ

FEBRUARY

6-9 — National Truck Equipment Association (NTEA), Hilton Hotel, Las Vegas, NV

6-9 — Truck Renting and Leasing Association (TRALA), Doral, Miami, FL

12-15 — National Auto Dealers Association (NADA), Las Vegas, NV

13-17 — Budget Rent-A-Car International Licensee Convention, Century Plaza, Los Angeles, CA

MARCH

13-16 — American Car Rental Association (ACRA), Tarpon Springs, FL

APRIL

15-17 — American Fleet & Leasing Association (AFLA) Spring Meeting, Dearborn Hyatt, Dearborn, MI

17-20 — National Association of Fleet Administrators (NAFA) Renaissance Center, Westin Hotel, Detroit, MI

19-21 — National Association of Van Pool Operators (NAVPO), Westin South Coast Plaza Hotel, Costa Mesa, CA

28-May 1 — Hertz International Licensee Convention, Belmont Hotel, Bermuda

Gas Prices

	UNLEADED		DIESEL
City	Self-Serve	Full-Serve	Diesel
Atlanta	124.4	141.2	123.2
Boston	119.9	132.1	132.4
Chicago	125.7	146.4	141.7
Dallas	114.2	131.4	123.4
Denver	133.7	143.6	126.9
Detroit	126.1	138.2	128.9
Indianapolis	122.9	142.7	128.3
Kansas City	129.9	140.7	121.2
Los Angeles	128.9	139.9	124.2
Minneapolis	132.9	144.7	132.7
New York City	132.2	139.0	134.4
Phoenix	121.7	137.7	124.4
Pittsburgh	122.1	134.2	123.9
San Francisco	140.9	147.1	133.3
Seattle/Tacoma	123.0	143.5	126.3
U.S.A. Average	124.8	140.4	127.7

All prices effective November 10, 1982

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

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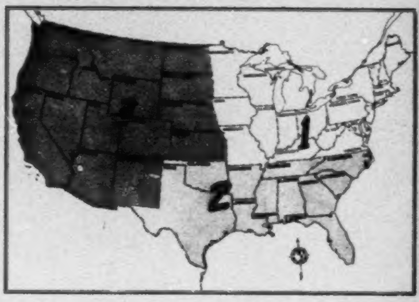
PRICING UPDATE

Used Cars



The following are average car prices for the period ending November 10. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
81 AMC SPIRIT			
D/L Cpe	3812	3851	3774
80 AMC PACER			
D/L Cpe	2995	3024	2965
Sdn6 4 Dr	3130	3162	3099
81 AMC CONCORD			
Sdn6-4	4149	4190	4107
Sta Wgn-30	4367	4411	4324
81 BUICK SKYLARK			
Sdn	4989	5039	4939
81 BUICK REGAL			
Turbo Cpe	6609	6675	6543
Cpe	6284	6347	6221
80 BUICK REGAL			
Turbo Cpe	5782	5840	5724
Cpe	5510	5565	5455
81 BUICK LESABRE			
Sdn	6183	6244	6121
81 CADILLAC			
Cpe DeVille	10008	10108	9908
Sdn DeVille	9943	10042	9844
80 CADILLAC			
Cpe DeVille	8588	8673	8502
81 CHEVY			
Chvt Htchbk	3393	3427	3360
Camaro Cpe8	6174	6236	6112
80 CHEVY			
Chvt Htchbk	2808	2837	2780
Camaro Cpe8	5268	5320	5215
81 CHEVY CITATION			
Cpe 6	4392	4436	4348
80 CHEVY CITATION			
Sdn Htchbk	3798	3836	3760
81 CHEVY MALIBU			
Cpe	5106	5157	5055
Sdn	5020	5070	4969
Clas Cpe	5408	5462	5353
80 CHEVY MALIBU			
Cpe	4136	4178	4095
Sdn	4050	4091	4009
Clas Cpe	4477	4521	4432
81 CHEVY MONTE CARLO			
Cpe	5991	6051	5931
80 CHEVY MONTE CARLO			
Cpe	5066	5116	5016
81 CHEVY IMPALA			
Sdn	5567	5623	5511
Cpe	5594	5650	5538
Imp Wgn 9	5741	5798	5683
80 CHEVY IMPALA			
Sdn	4559	4604	4513
Cpe	4574	4620	4529
Est Wgn 9	5371	5425	5317
81 CHRYSLER			
Npt Sdn	5662	5718	5605
80 CHRYSLER			
Npt Sdn	4384	4427	4340
81 DODGE OMNI			
4 Dr Htchbk	3627	3663	3590
80 DODGE OMNI			
4 Dr Htchbk	3340	3374	3307
80 DODGE ASPEN			
Sdn 6	3451	3486	3417
81 DODGE DIPLOMAT			
Sln Cpe	4969	5018	4919
Sln Sdn	4969	5018	4919
80 DODGE DIPLOMAT			
Cpe	4209	4252	4167
Sdn	4209	4252	4167
80 FORD PINTO			
Cpe	2458	2482	2433
Sta Wgn	2666	2693	2640
81 FORD FAIRMONT			
Sdn 4 Dr	4212	4255	4170
80 FORD FAIRMONT			
Sdn 4 Dr	3445	3480	3411
81 FORD MUSTANG			
Cpe 4	4493	4537	4448
80 FORD MUSTANG			
Cpe 4	3698	3734	3661
81 FORD GRANADA			
Sdn 8-L	4806	4855	4758
80 FORD GRANADA			
Sdn 8	3775	3812	3737
81 FORD LTD			
Sdn	5611	5667	5554
80 FORD LTD			
Sdn	4458	4502	4414
81 FORD ESCORT			
Sdn 4 Dr	3836	3874	3797
81 FORD CROWN VIC			
Sdn	6172	6234	6110
80 FORD CROWN VIC			
Sdn	4912	4961	4863
81 FORD THUNDERBIRD			
Cpe	5856	5914	5798
80 FORD THUNDERBIRD			
Cpe	4881	4930	4831
81 MERCURY ZEPHYR			
Sdn 2 Dr	4251	4294	4208
80 MERCURY MONARCH			
Sdn	3811	3850	3774
81 MERCURY MARQUIS			
Sdn	5889	5947	5830
80 MERCURY MARQUIS			
Cpe	4642	4689	4596
Sdn	4663	4709	4616
Wgn-2	4720	4768	4673
81 OLDS CUTLASS			
Sdn	5922	5981	5863
Sup Cpe	6284	6347	6221
80 OLDS CUTLASS			
Cpe Sln	4545	4590	4499
Sup Cpe	5517	5572	5462
81 OLDS DELTA			
Sdn	6183	6244	6121
Cpe	6205	6268	6143
80 OLDS DELTA			
Sdn	4862	4910	4813
Cpe	4889	4937	4840
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3627	3663	3590
80 PLYMOUTH VOLARE			
Cpe	3451	3486	3417
Sdn	3451	3486	3417
81 PLYMOUTH RELIANT			
Cpe	5013	5063	4962
81 PONTIAC FIREBIRD			
Cpe 8	6231	6293	6168
81 PONTIAC LEMANS			
Cpe 8	5299	5352	5246
81 PONTIAC PHOENIX			
Cpe 6	4884	4933	4836
81 PONTIAC CATALINA			
Sdn	5785	5843	5727
Bonneville Sdn	6385	6449	6321
81 VOLKSWAGEN RABBITT			
Cpe	4982	5032	4932
81 VOLKSWAGEN SCIROCCO			
Cpe	6188	6250	6126
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3622	3658	3586
510 2 Dr	4646	4692	4600
810 Sdn 4 Dr	6463	6528	6398
80 DATSUN			
210 Std 2 Dr	3193	3225	3161
510 2 Dr	3684	3721	3647
810 Sdn 4 Dr	5119	5170	5068
81 TOYOTA			
Corolla 2 Dr	4250	4293	4208
Celica St Spt Cpe	5369	5423	5315
Corona Sdn 4 Dr	5210	5262	5158
80 TOYOTA			
Corolla 2 Dr Sdn	3266	3299	3233
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3880	3919	3841

a bobit publication january 1983

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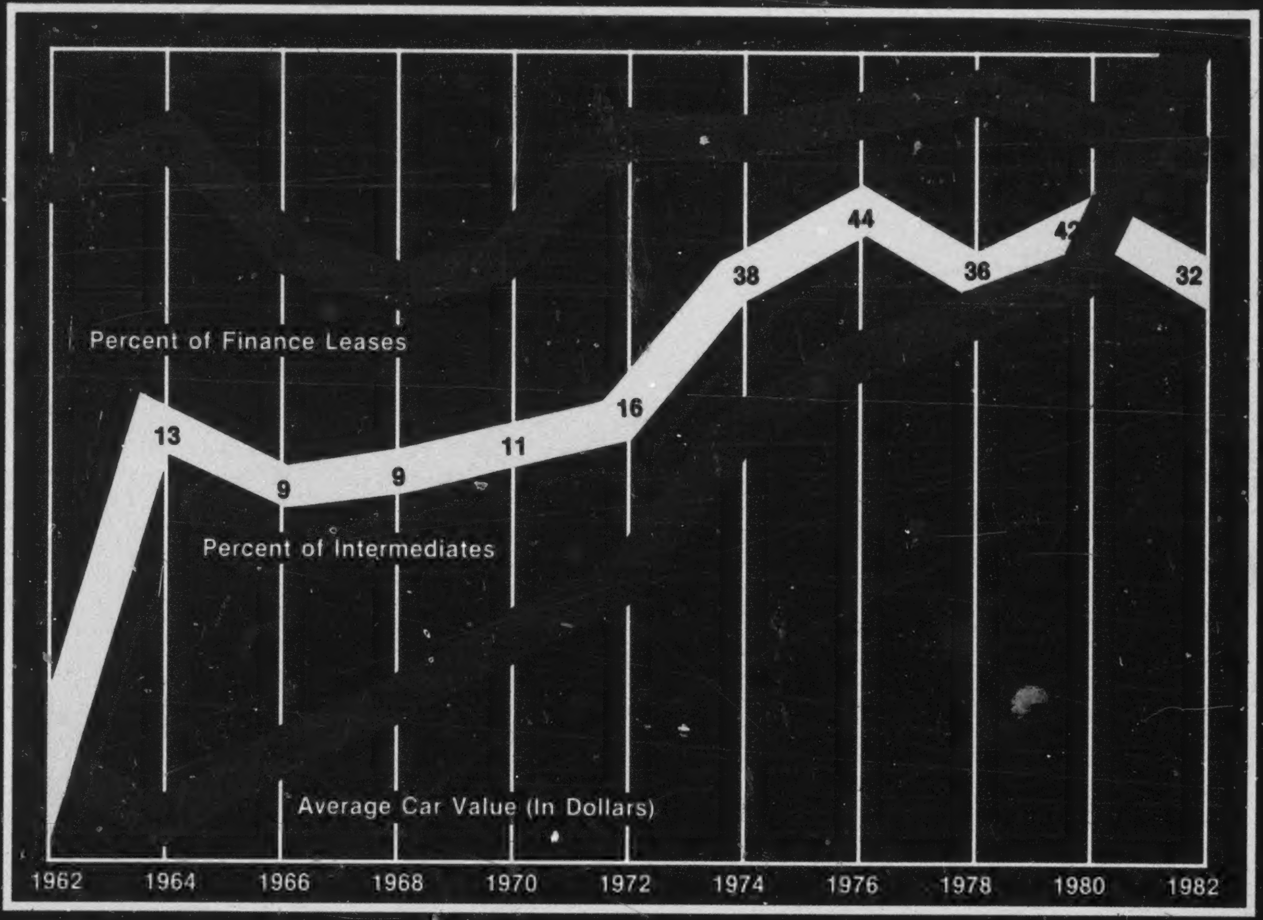
THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

C1575-2 1/10/83

Implications of IRS and Swift Dodge Decision



Biennial Lease/Rental Survey

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JANUARY 1983 VOL. 22, NO. 3

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THE MANAGEMENT MAGAZINE FOR CAR
AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility and driving schools.

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Realignment has brought about mixed economic results

Eleventh Biennial Lease/Rental Survey

The stagnating economy, rising acquisition costs, and the price of money have greatly changed the complexion of the lease and rental markets. An increase in the numbers of cars leased by individuals, average dollar values up over 27 percent, and a further drop in the reported use of finance leases in use typified the responses in our Eleventh Biennial Lease/Rental Survey.

Our Tenth Survey was published amidst optimistic reports of the rapid recovery of all U.S. industry which, it was hoped, would take place within months of the inauguration of a new president and administration. The American auto industry, already staggered by declining sales, was looking forward to an end to the miseries which began with the oil embargo of 1973 and, in spite of excellent sales in 1978, never really seemed to end.

In spite of the current economic conditions, the leasing industry has weathered the adversity and emerged as a strong force in the auto industry. The number of companies in the leasing business has jumped, aided by ERTA and its attendant benefits to lessors. According to our survey results, independent leasing and rental companies, that is those companies not affiliated with car dealerships, rose to 78.9 percent of the industry or an increase of 21.2 percent in just two years. Not only are small, sole proprietorships entering the field, our respondents are banks, savings and loan institutions, independent finance companies, and just about every cash rich sector of the economy.

The stagnation in the business climate has found a mirror in the lease/rental industry. According to AF's long term results, a number of mixed patterns have emerged. Car buying patterns are moving away from a centralization on the Intermediate and Compact classes and there is a push toward the Luxury and Sub-compact extremes of the market. Auto leasing patterns are moving away from the finance or management lease to the more costly, but economically safer, full or partial maintenance lease. Medium duty trucks are experiencing a new popularity with both the truck lease and rental companies, negating a drive toward light trucks begun in 1976. In short, many lease and rental companies are looking at a mixed bag of solutions in their efforts to stimulate their businesses.

The Eleventh Biennial Lease/Rental Survey was mailed to 5000 AF subscribers who were identified as members of the lease/rental industry and selected at random from our reader lists. We received 401 returns of which 392 or 7.8 percent were useable statistically.

Our poll results indicate the state of the lease/rental industry as of 1 October, 1982 and was conducted between the first week of October and the first week of November of the same year. Leased vehicles comprised 93.7 percent of our reported fleet of 995,959 cars and trucks while the rental portion fell to 6.3 percent from 15.1 percent in 1980.

Fleet mix has changed significantly during the past two years. AF's reporting categories changed to reflect the new car sizing practices of the industry as well. Gone is the "Low Price" category. "Middle Priced" and "High Priced" have been renamed "Standard" and "Luxury" respectively. A new category, "Sub-Compact," mirrors the rise in popularity of that particular size vehicle in fleets.

The Intermediate, which has been the bellweather of the lease/rental industry for years, tumbled from a 42 percent share of the total fleet in 1980 to 32 percent in 1982. The Standard-size component fell from 32 percent in 1980 to 20 percent in 1982. Luxury cars, on the other hand, showed a strong resurgence in the industry. A rise to 11 percent of the market in 1982, up from 1980's figure of 5 percent, was recorded. One reason for the increase in luxury car additions to lease/rental fleets has been their ability to return higher percentages of the original purchase price than cars in other segments. The economic advantages of luxury fleets have also been aided immensely by falling fuel prices and the luxury cars' histories of needing fewer critical and expensive repairs during their service lifetime. Some fleets have, in fact, reported advantageous cash flow when adding luxury cars to their fleets.

A corresponding rise in the smaller car segments was also recorded. The Compact share rose to 23 percent of fleets, up from 12 percent in 1980. The new Sub-compact share checked in at 14 percent. Smaller cars are playing a significant part in the realignment of fleets. Short term results from data gathering companies such as PHH and Runzheimer show that small cars are being reported as being as reliable and more fuel and cost efficient than their larger cousins. The total impact of downsizing will not be fully known until vehicle owners begin turning over these smaller cars. On the negative side, it must be noted that although the smaller vehicles are proportionately less expensive, inflation has made them quite costly in dollar terms due to interest rates which remain high and inflation rates which mask real dollar values.

Mixed Cost, Profit Pictures Reported

Respondents report that leased cars are being driven an average of 19,250 miles per year, down from 20,115 reported in 1980. Leased truck mileage fell even farther to 30,762 per year from the previous report of 32,159. While mileage is down, the length of ownership before turnover has risen. Leased cars are reportedly kept an average of 30.7 months as opposed to 28.5 months reported in 1980. Trucks, on the other hand, retained an average age at turnover of 39.3 months for the second survey in a row.

One factor in the increased age at turnover is replacement costs. The average price of cars in fleets jumped from $7461 to a new high of $9500. This represents an increase of 27.3 percent in the past two years and an increase of 49.8 percent in just four years when the average 1978 price was $6343. While some small portion of the increase may be attributed to a changeover to more luxury vehicles, it is the rise in the acquisition costs of all cars which has driven this figure so high in just two years.

Not only has replacement cost effected the lease industry, rental companies are feeling the pinch as well. Average revenue per month has risen to $527, an all time high figure. This represents a 26.4 percent rise in two years and an upward jump of 47.6 percent since 1978. The average age at turnover for rental cars rose to 16.8 months, up from a previous high of 14.5 months in 1980. Rental cars' average yearly mileage has risen to 18,423 miles, also increased from our last survey's high of 16,294. Rental trucks posted average mileage figures of 25,759 miles, up from 23,391 and are being kept 32.2 months before turnover, an increase of just 0.1 month since 1980.

Leased cars captured a 92 percent share of all reporting auto fleets. The percentage of cars leased to business fleets dropped to a 74 percent share of the leased car market while individual leased cars posted a 26 percent share. The rise in the percentage of cars leased to individuals is particularly significant since 1980 reports showed this market at only 17 percent of the leased car market. Consumers are finding the lease market a better place to do their business thanks to high prices which generate a need for high down payments on purchases.

The finance or management lease was employed in 69 percent of all leases. This represents a slip from the previous survey, when 73 percent of all leases were of the finance type. The fixed or net lease was used in 15 percent of all leases, slightly down from the last report of 17 percent. The full or partial maintenance leases enjoyed a significant increase in number, rising to 16 percent of leases written, up from just 10 percent two years ago.

The realignment in the lease/rental industry has brought about mixed results in economic performance. While 51 percent of our car lease fleet operators reported net gains at an average 21.9 percent the other 49 percent reported average net losses of 21.5 percent which quite nearly cancels out the reported gains. Truck leasing companies suffered nearly the same fate in total performance with 55 percent reporting net gains at an average of 18.2 percent, while 45 percent reported net average losses of 19.3 percent.

On the rental side, car rental companies reported a net improvement in performance. A majority, 56 percent of those companies, reported average net gains of 28.4 percent and the remaining 44 percent reported average net losses of 19 percent. Truck rental companies posted the best performance of the four categories. An average net gain of 33.8 percent was reported by 61 percent of this group, while the remaining 39 percent reported average net losses of 17.5 percent.

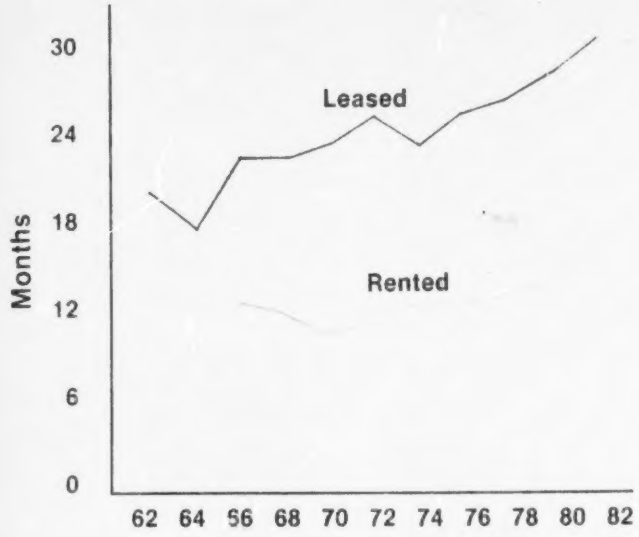
The average dollar value of the trucks in our survey's lease/rental fleets was $13,851. Truck leasing companies control 85 percent of the trucks in this survey. They break down into the three reporting categories as follows; 56 percent are under 10,000 pounds GVW, 21 percent are medium weight trucks (10,000 to 19,500 GVW), and 23 percent are in the over 19,500 GVW category. The medium weight truck class, which recorded a downturn in the previous survey, recorded a gain from 17 to 21 percent. Light duty trucks dropped one percentage point, from 57 to 56 percent while the heavyweights reduced their share of the fleet from 26 to 23 percent.

Truck rental companies' fleets show a marked difference in composition. Only 21 percent of the rental fleet is of the light duty class, a decrease of 5 percent over 1980, while medium duty trucks hold a 19 percent share or a 6 percent increase. Heavyweight class trucks were reported at a 60 percent market share, which represents a 1 percent downturn. The total rental truck share of the market is 15 percent, up from just 4 percent in 1980.

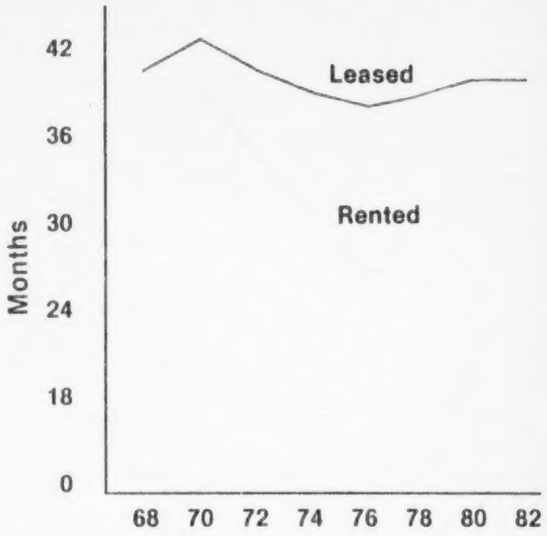
The 1982 Biennial Lease/Rental Survey has shown a number of new trends and some attempts at new solutions to existing problems. There is a strong movement toward the full or partial maintenance types of leases which go farthest toward protecting the ITC deduction position of lessors. Lease and rental operators are trying out new vehicle mixes in order to determine optimum fleet composition in terms of economic returns.

Interest rates are gradually dropping relative to the rest of the economy. Whether the rate of inflation can be stabilized and cost increases brought into line will be a subject to be reported by our 1984 Survey. It is clear that the jumps in acquisition cost and the cost of money are causing lease/rental companies to rethink their positions for the future. Their success, or lack of same, will point the direction of the economy for many years to come.

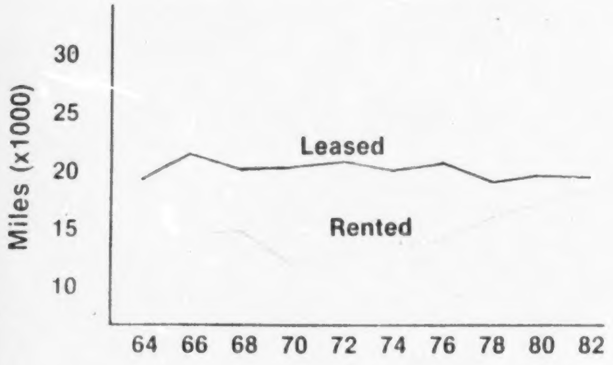
A Summary of Survey Results



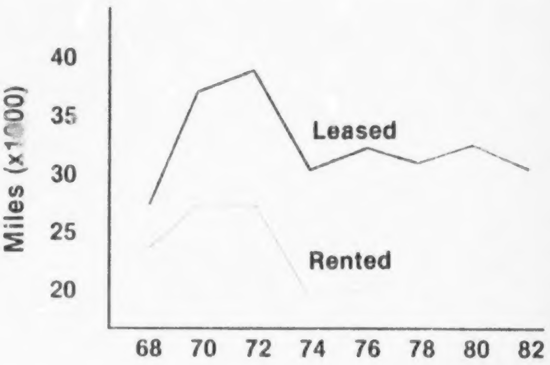
Age (Mos.) At Turnover: Automobiles



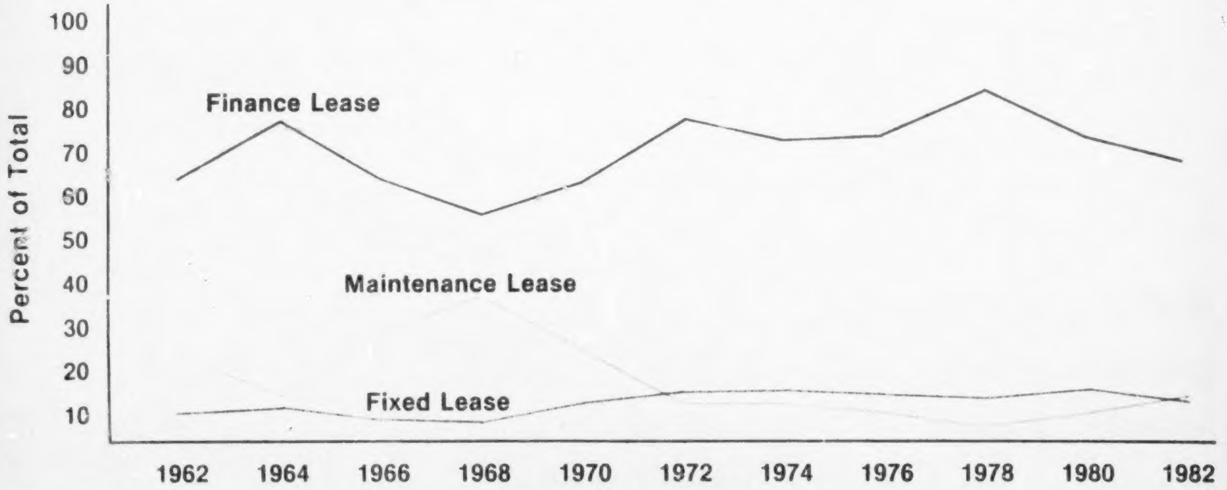
Age (Mos.) At Turnover: Trucks



Avg. Annual Mileage: Automobiles



Avg. Annual Mileage: Trucks



Industry Leases: By Type

Comparison: 1982 Survey Results With Previous Polls

	1982	1980	1978	1976	1974	1972	1970	1968	1966	1964
Survey Return Percentage	7.8%	14.9%	15%	15%	13%	11%	10%	10.5%	14.3%	11.1%
Is Company A New Car Dealer Affiliate?										
Yes	29.1%	34.9%	41.7%	40.7%	38%	39%	39%	38%	45%	40%
No	78.9%	65.1%	58.3%	59.3%	62%	61%	61%	62%	55%	60%
Average Age of Vehicles at Replacement (Months)										
Leasing — Cars	30.7	28.5	26.9	25.9	24.3	25.2	23.7	23.3	22.9	18.3
Rental — Cars	16.8	14.5	13.1	13.0	12.6	11.5	10.7	12.1	12.8	n.a.
Leasing — Trucks	39.3	39.3	37.6	37.5	38.2	41.5	42.5	41.1	n.a.	n.a.
Rental — Trucks	32.2	32.1	28.5	26.3	31.4	35.1	40.5	38.3	n.a.	n.a.
Average Yearly Mileage Operated per Vehicle										
Leasing — Cars	19,250	20,115	19,870	21,563	20,904	22,244	22,170	21,698	22,761	19,656
Rental — Cars	18,423	16,294	15,382	13,907	14,361	14,424	13,513	16,207	15,924	n.a.
Leasing — Trucks	30,762	32,159	31,335	32,489	30,484	37,159	36,853	27,717	n.a.	n.a.
Rental — Trucks	25,759	23,391	24,889	22,222	21,421	28,148	28,000	24,082	n.a.	n.a.
Type of Car Used										
Subcompact	14%	(New Vehicle Category)								
Compacts	23%	12%	13%	13%	16%	8%	5%	3%	8%	10%
Intermediate	32%	42%	36%	44%	38%	16%	11%	9%	9%	13%
Standard	20%	32%	29%	21%	33%	39%	36%	31%	21%	20%
Luxury	11%	5%	10%	8%	8%	9%	10%	28%	11%	5%
Percentage of Cars Leased	92%	85%	92%	91%	87%	96%	90%	93%	91%	92%
To Fleets	74%	83%	80%	82%	79%	78%	74%	82%	83%	62%
To Individuals	26%	17%	20%	18%	21%	22%	26%	18%	17%	38%
Percentage of Cars Rented	8%	15%	8%	9%	8%	7%	7%	7%	4%	7%
Finance or Management Leasing	69%	73%	82%	75%	72%	76%	62%	56%	62%	76%
Fixed (Net) Leasing	15%	17%	13%	15%	15%	13%	12%	8%	8%	11%
Full or Partial Maintenance	16%	10%	5%	10%	13%	11%	26%	36%	30%	13%
Average Dollar Value	$9500	$7461	$6343	$5392	$5203	$3987	$3510	$3221	$2931	$2441
Average Revenue/Mo./Car	$527	$417	$357	$306	$357	$268	$241	$224	$190	n.a.
Total Trucks Leased	85%	96%	96%	97%	88%	85%	76%	n.a.	n.a.	n.a.
Under 10,000	56%	57%	64%	77%	48%	n.a.	n.a.	n.a.	n.a.	n.a.
(Under 19,500 GVW)	21%	17%	22%	12%	22%	68%	54%	n.a.	n.a.	n.a.
(Over 19,500 GVW)	23%	26%	14%	11%	30%	32%	46%	n.a.	n.a.	n.a.
Total Trucks Rented	15%	4%	4%	3%	12%	15%	24%	n.a.	n.a.	n.a.
Under 10,000	21%	26%	59%	44%	23%	n.a.	n.a.	n.a.	n.a.	n.a.
(Under 19,500 GVW)	19%	13%	10%	22%	29%	41%	49%	n.a.	n.a.	n.a.
(Over 19,500 GVW)	60%	61%	31%	34%	48%	59%	51%	n.a.	n.a.	n.a.

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READER UPDATE

Calendar

JANUARY

10-12 — Winter Driving Workshop, National Safety Council, Chicago, IL

12 — SAE Special Conference on Highway Vehicle Maintenance Technology, Hyatt Regency, Chicago, IL

23-27 — AALA Annual Convention, Camelback Lodge, Scottsdale, AZ

FEBRUARY

6-9 — National Truck Equipment Association (NTEA), Hilton Hotel, Las Vegas, NV

6-9 — Truck Renting and Leasing Association (TRALA), Doral, Miami, FL

12-15 — National Auto Dealers Association (NADA), Las Vegas, NV

13-17 — Budget Rent-A-Car International Licensee Convention, Century Plaza, Los Angeles, CA

MARCH

13-16 — American Car Rental Association (ACRA), Tarpon Springs, FL

APRIL

15-17 — American Fleet & Leasing Association (AFLA) Spring Meeting, Dearborn Hyatt, Dearborn, MI

17-20 — National Association of Fleet Administrators (NAFA) Renaissance Center, Westin Hotel, Detroit, MI

19-21 — National Association of Van Pool Operators (NAVPO), Westin South Coast Plaza Hotel, Costa Mesa, CA

28-May 1 — Hertz International Licensee Convention, Belmont Hotel, Bermuda

Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	124.1	139.1	122.4
Boston	118.8	131.4	132.9
Chicago	125.2	147.9	142.4
Dallas	113.9	129.1	124.1
Denver	134.1	145.8	126.2
Detroit	125.8	136.3	127.8
Indianapolis	122.7	142.2	128.1
Kansas City	130.1	141.5	123.6
Los Angeles	128.4	137.4	125.3
Minneapolis	133.2	143.9	132.9
New York City	131.9	138.1	134.9
Phoenix	121.2	135.6	123.5
Pittsburgh	121.6	136.5	124.2
San Francisco	141.3	146.2	134.1
Seattle/Tacoma	123.8	143.1	126.1
U.S.A. Average	125.1	140.2	127.3

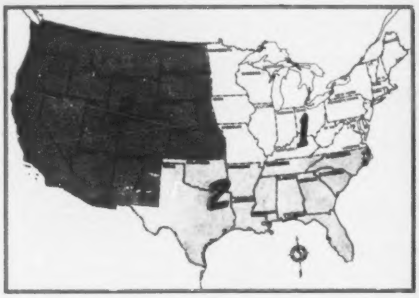
All prices effective December 16, 1982

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

PRICING UPDATE

Used Cars

The following are average car prices for the period ending December 8. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.



AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
81 AMC SPIRIT			
D/L Cpe	3661	3699	3625
80 AMC SPIRIT			
D/L Cpe	2953	2983	2923
Wgn	3006	3037	2976
81 AMC CONCORD			
Sdn 6-4	3964	4003	3924
Sta Wgn 30	4173	4215	4132
80 AMC CONCORD			
Sdn6 4 Dr	3291	3325	3258
Sta Wgn	3487	3523	3453
81 BUICK SKYLARK			
Sdn	4816	4864	4768
81 BUICK REGAL			
Turbo Cpe	6347	6410	6284
Cpe	6035	6098	5975
80 BUICK REGAL			
Turbo Cpe	5524	5580	5470
Cpe	5265	5318	5212
81 BUICK LESABRE			
Sdn	5999	6058	5939
80 BUICK LESABRE			
Sdn	4716	4762	4669
81 CADILLAC			
Cpe DeVille	12067	12188	11947
Sdn DeVille	11994	12115	11875
80 CADILLAC			
Sdn DeVille	8230	8311	8148
Cpe DeVille	8332	8415	8248
81 CHEVY			
Chvt Htchbk	3242	3274	3210
Camaro Cpe8	5990	6050	5930
80 CHEVY			
Chvt Htchbk	2683	2711	2656
Camaro Cpe8	5111	5161	5060
81 CHEVY CITATION			
Cpe 6	4218	4260	4176
80 CHEVY CITATION			
Sdn Htchbk	3648	3684	3611
81 CHEVY MALIBU			
Cpe	4919	4968	4870
Sdn	4836	4884	4787
Clas Cpe	5210	5262	5157
80 CHEVY MALIBU			
Cpe	3993	4033	3953
Sdn	3909	3949	3870
Clas Cpe	4322	4364	4279
81 CHEVY MONTE CARLO			
Cpe	5742	5799	5684
80 CHEVY MONTE CARLO			
Cpe	4865	4913	4817
81 CHEVY IMPALA			
Sdn	5401	5456	5347
Cpe	5427	5481	5373
Imp Wgn 9	5570	5625	5513
80 CHEVY IMPALA			
Sdn	4401	4444	4356
Cpe	4415	4460	4372
Est Wgn 9	4529	4574	4482

AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
81 CHRYSLER			
Npt Sdn	5521	5576	5466
80 CHRYSLER			
Npt Sdn	4297	4339	4354
81 DODGE OMNI			
4 Dr Htchbk	3615	3651	3580
80 DODGE OMNI			
4 Dr Htchbk	3191	3224	3160
81 DODGE ARIES			
Sdn	4815	4415	4766
St Wgn	5123	4713	5072
80 DODGE ASPEN			
Sdn 6	3331	3365	3299
81 DODGE DIPLOMAT			
Sln Cpe	4615	4660	4568
Sln Sdn	4615	4660	4568
80 DODGE DIPLOMAT			
Cpe	3878	3917	3839
Sdn	3878	3917	3839
80 FORD PINTO			
Cpe	2349	2372	2325
Sta Wgn	2547	2573	2523
81 FORD FAIRMONT			
Sdn 4 Dr	4045	4087	4005
80 FORD FAIRMONT			
Sdn 4 Dr	3325	3359	3293
81 FORD MUSTANG			
Cpe 4	4315	4357	4272
80 FORD MUSTANG			
Cpe 4	3552	3586	3615
81 FORD GRANADA			
Sdn 8-L	4616	4663	4570
80 FORD GRANADA			
Sdn 8	3625	3661	3589
81 FORD LTD			
Sdn	5461	5515	5405
80 FORD LTD			
Sdn	4316	4359	4274
81 FORD ESCORT			
Sdn 4 Dr	3684	3721	3647
81 FORD CROWN VIC			
Sdn	6006	6067	5947
80 FORD CROWN VIC			
Sdn	4756	4804	4709
81 FORD THUNDERBIRD			
Cpe	5641	5697	5585
80 FORD THUNDERBIRD			
Cpe	4712	4759	4664
81 LINCOLN CONTINENTAL			
Sdn	9836	9934	9737
Mark VI	11914	12033	11794
80 LINCOLN CONTINENTAL			
Sdn	8226	8307	8143
Mark VI	9961	10062	9861
81 MERCURY ZEPHYR			
Sdn 2 Dr	4083	4124	4042

AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
80 MERCURY MONARCH			
Sdn	3660	3698	3625
81 MERCURY MARQUIS			
Sdn	5714	5770	5657
80 MERCURY MARQUIS			
Cpe	4503	4550	4459
Sdn	4524	4568	4479
Wgn-2	4579	4625	4534
81 OLDS CUTLASS			
Sdn	5688	5744	5631
Sup Cpe	6035	6096	5979
80 OLDS CUTLASS			
Cpe Sln	4343	4368	4299
Sup Cpe	5272	5324	5219
81 OLDS DELTA			
Sdn	5999	6058	5939
Cpe	6020	6081	5960
80 OLDS DELTA			
Sdn	4717	4763	4670
Cpe	4744	4790	4695
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3695	3732	3658
80 PLYMOUTH VOLARE			
Cpe	3314	3348	3282
Sdn	3314	3348	3282
81 PLYMOUTH RELIANT			
Cpe	4790	4838	4741
81 PONTIAC FIREBIRD			
Cpe 8	6045	6105	6398
81 PONTIAC LEMANS			
Cpe 8	5116	5167	5064
81 PONTIAC PHOENIX			
Cpe 6	4715	4762	4668
81 PONTIAC CATALINA			
Sdn	5624	5680	5568
Bonneville Sdn	6207	6270	6145
81 VOLKSWAGEN RABBITT			
Cpe	4982	5032	4932
81 VOLKSWAGEN SCIROCCO			
Cpe	6188	6250	6126
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3622	3658	3586
510 2 Dr	4646	4692	4600
810 Sdn 4 Dr	6463	6528	6398
80 DATSUN			
210 Std 2 Dr	3193	3225	3161
510 2 Dr	3684	3721	3647
810 Sdn 4 Dr	5119	5170	5068
81 TOYOTA			
Corolla 2 Dr	4250	4293	4204
Celica St Spt Cpe	5369	5423	5315
Corona Sdn 4 Dr	5210	5262	5158
80 TOYOTA			
Corolla 2 Dr Sdn	3266	3299	3233
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3880	3919	3841

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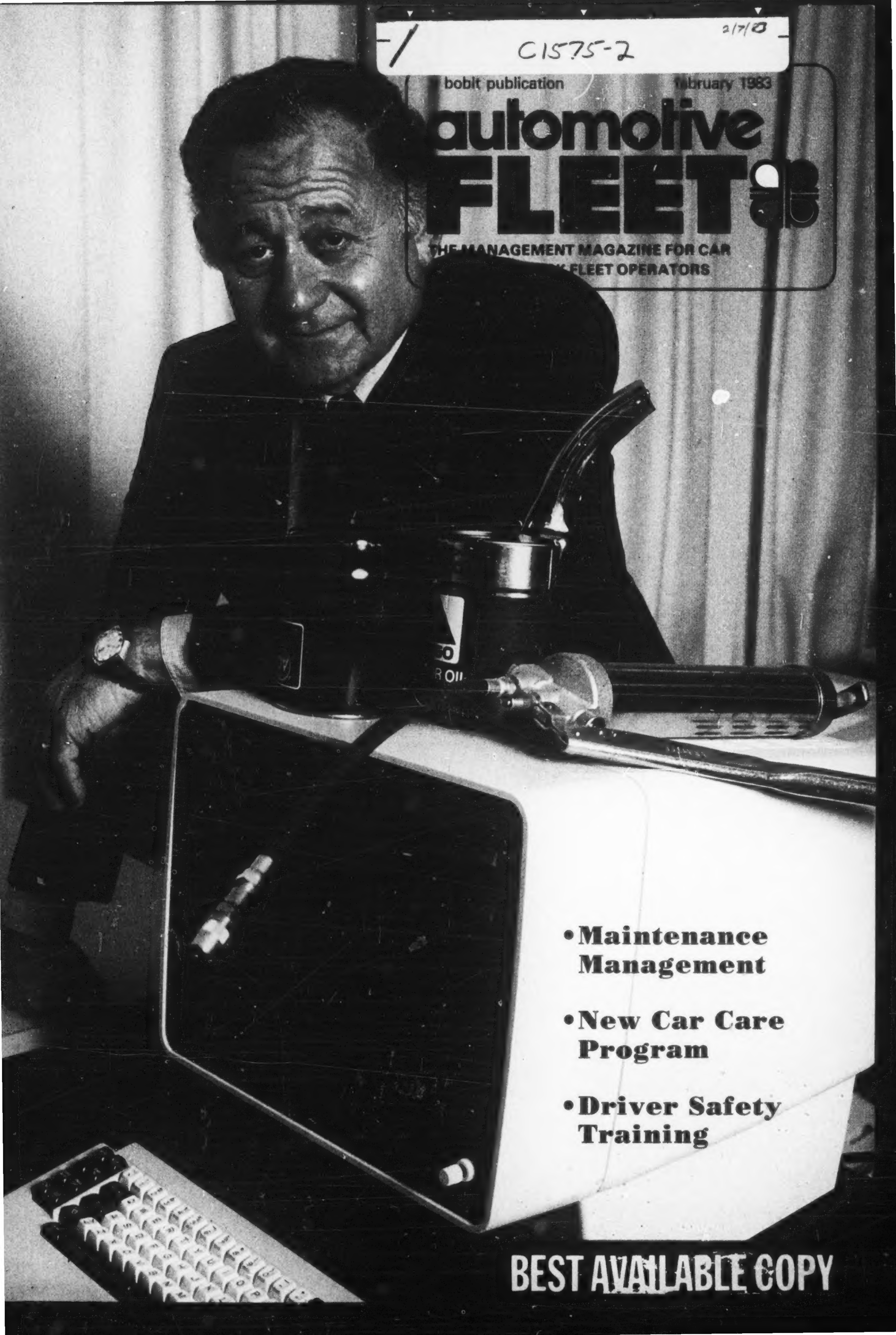
bobit publication february 1983

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR
FLEET OPERATORS



- **Maintenance Management**
- **New Car Care Program**
- **Driver Safety Training**

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FEBRUARY 1983 VOL. 22, NO. 4

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**THE MANAGEMENT MAGAZINE FOR CAR
AND LIGHT TRUCK FLEET OPERATORS**

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

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Xerox and Ziebart Team up for Clean Cars p. 39

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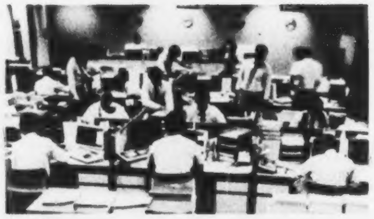

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On our cover: Pat Mourges, from the Port Authority of New York and New Jersey, tells, in our lead story, how to apply public fleet management techniques to private fleets. Photo courtesy of Port Authority of New York and New Jersey.

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REPRINTS CURRENTLY AVAILABLE

1. 1983 Model Year Fleet Calendar — $2.50
2. Eleventh Biennial Lease/Rental Survey — 60 cents
3. 1983 Fleet Car Specifications — 60 cents
4. State Automobile Insurance, Registration and Tax Facts Chart — 60 cents

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Redondo Beach, CA 90278

In AF's March Issue

Complete Review of AALA's Important Annual Meeting In Print

Foxboro's Innovative Driver Training Program

LOOK FOR IT!

READER UPDATE

Calendar

FEBRUARY

6-9 — National Truck Equipment Association (NTEA), Hilton Hotel, Las Vegas, NV

6-9 — Truck Renting and Leasing Association (TRALA), Doral, Miami, FL

12-15 — National Auto Dealers Association (NADA), Las Vegas, NV

13-17 — Budget Rent-A-Car International Licensee Convention, Century Plaza, Los Angeles, CA

MARCH

3-5 — National Independent Automobile Dealers Association (NIADA) Holiday Inn Surfside, Clearwater Beach, FL

13-16 — American Car Rental Association (ACRA), Tarpon Springs, FL

APRIL

15-17 — Automotive Fleet & Leasing Association (AFLA) Spring Meeting, Dearborn Hyatt, Dearborn, MI

17-20 — National Association of Fleet Administrators (NAFA) Renaissance Center, Westin Hotel, Detroit, MI

18-19 — Automotive Fleet Administration Seminar. Contact: Frances Plotsky, University of Texas at Austin, 78712. (512) 471-3123

19-21 — National Association of Van Pool Operators (NAVPO), Westin South Coast Plaza Hotel, Costa Mesa, CA

21-22 — Automotive Fleet Administration Seminar. Contact: Susie Hughes, University of Southern Mississippi, Hattiesburg, 39406. (601) 266-4183

28-May 1 — Hertz International Licensee Convention, Belmont Hotel, Bermuda

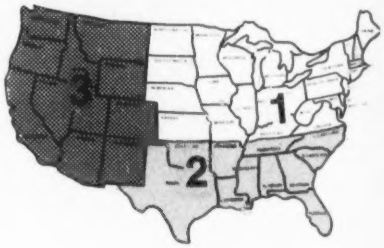
Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	124.3	139.3	122.7
Boston	119.1	131.8	132.3
Chicago	125.3	147.6	142.7
Dallas	114.2	128.5	124.4
Denver	134.1	146.0	125.9
Detroit	125.6	136.7	128.1
Indianapolis	123.1	142.1	127.9
Kansas City	130.1	141.7	123.8
Los Angeles	128.3	137.8	125.6
Minneapolis	133.1	144.4	132.9
New York City	132.2	138.9	134.7
Phoenix	121.6	134.9	123.1
Pittsburgh	121.8	136.7	124.8
San Francisco	141.7	146.1	134.7
Seattle/Tacoma	124.1	143.4	127.1
U.S.A. Average	125.2	140.1	127.5

All prices effective January 10, 1983

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

Used Cars



The following are average car prices for the period ending December 29, 1982. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
81 AMC SPIRIT			
D/L Cpe	3588	3625	3552
80 AMC SPIRIT			
D/L Cpe	2894	2923	2865
Wgn	2961	2991	2923
81 AMC CONCORD			
Sdn 6-4	3885	3923	3846
Sta Wgn 30	4090	4131	4049
80 AMC CONCORD			
Sdn6 4 Dr	3225	3258	3193
Sta Wgn	3417	3453	3381
81 BUICK SKYLARK			
Sdn	5834	5893	5776
81 BUICK REGAL			
Turbo Cpe	6220	6282	6158
Cpe	5914	5974	5855
80 BUICK REGAL			
Turbo Cpe	5414	5468	5361
Cpe	5160	5212	5108
81 BUICK LESABRE			
Sdn	5879	5937	5820
80 BUICK LESABRE			
Sdn	4622	4667	4576
81 CADILLAC			
Cpe DeVille	9448	9542	9354
Sdn DeVille	9387	9481	9293
80 CADILLAC			
Sdn DeVille	8024	8103	7944
Cpe DeVille	8124	8205	8042
81 CHEVY			
Chvt Htchbk	3177	3209	3146
Camaro Cpe8	5870	5929	5811
80 CHEVY			
Chvt Htchbk	2616	2643	2590
Camaro Cpe8	5009	5058	4959
81 CHEVY CITATION			
Cpe 6	4134	4175	4092
80 CHEVY CITATION			
Sdn Htchbk	3575	3610	3539
81 CHEVY MALIBU			
Cpe	4796	4844	4748
Sdn	4715	4762	4667
Clas Cpe	5080	5130	5028
80 CHEVY MALIBU			
Cpe	3893	3932	3854
Sdn	3811	3850	3773
Clas Cpe	4214	4255	4172
81 CHEVY MONTE CARLO			
Cpe	5598	5654	5542
80 CHEVY MONTE CARLO			
Cpe	4743	4790	4697
81 CHEVY IMPALA			
Sdn	5266	5320	5213
Cpe	5291	5344	5239
Imp Wgn 9	5431	5484	5375
80 CHEVY IMPALA			
Sdn	4291	4333	4247
Cpe	4305	4348	4263
Est Wgn 9	5054	5106	5004
81 CHRYSLER			
Npt Sdn	5411	5464	5357
80 CHRYSLER			
Npt Sdn	4211	4252	4169
81 DODGE OMNI			
4 Dr Htchbk	3621	3657	3585
80 DODGE OMNI			
4 Dr Htchbk	3111	3143	3081
81 DODGE ARIES			
Sdn	5523	5579	5468
St Wgn	5995	6056	5935
80 DODGE ASPEN			
Sdn 6	3248	3281	3217
81 DODGE DIPLOMAT			
Sln Cpe	4701	4747	4654
Sln Sdn	4701	4747	4654
80 DODGE DIPLOMAT			
Cpe	3800	3839	3762
Sdn	3800	3839	3762
80 FORD PINTO			
Cpe	2302	2325	2278
Sta Wgn	2496	2522	2473
81 FORD FAIRMONT			
Sdn 4 Dr	3964	4005	3925
80 FORD FAIRMONT			
Sdn 4 Dr	3242	3275	3211
81 FORD MUSTANG			
Cpe 4	4229	4270	4187
80 FORD MUSTANG			
Cpe 4	3481	3514	3446
81 FORD GRANADA			
Sdn 8-L	4524	4570	4479
80 FORD GRANADA			
Sdn 8	3534	3569	3499
81 FORD LTD			
Sdn	5324	5377	5270
80 FORD LTD			
Sdn	4230	4272	4189
81 FORD ESCORT			
Sdn 4 Dr	3610	3647	3574
81 FORD CROWN VIC			
Sdn	5856	5915	5797
80 FORD CROWN VIC			
Sdn	4661	4708	4615
81 FORD THUNDERBIRD			
Cpe	5228	5583	5473
80 FORD THUNDERBIRD			
Cpe	4618	4664	4571
81 LINCOLN CONTINENTAL			
Sdn	15135	15287	14984
Mark VI	14020	14160	13879
80 LINCOLN CONTINENTAL			
Sdn	8061	8141	7980
Mark VI	9712	9810	9614
81 MERCURY ZEPHYR			
Sdn 2 Dr	4001	4042	3961
80 MERCURY MONARCH			
Sdn	3568	3606	3534
81 MERCURY MARQUIS			
Sdn	5571	5626	5516
80 MERCURY MARQUIS			
Cpe	4434	4477	4370
Sdn	4413	4459	4389
Wgn-2	4487	4533	4443
81 OLDS CUTLASS			
Sdn	5574	5629	5518
Sup Cpe	5914	5974	5855
80 OLDS CUTLASS			
Cpe Sln	4256	4298	4213
Sup Cpe	5167	5218	5115
81 OLDS DELTA			
Sdn	5879	5937	5820
Cpe	5900	5959	5841
80 OLDS DELTA			
Sdn	4623	4668	4577
Cpe	4649	4698	4601
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3621	3657	3585
80 PLYMOUTH VOLARE			
Cpe	3231	3264	3200
Sdn	3231	3264	3200
81 PLYMOUTH RELIANT			
Cpe	4685	4732	4637
81 PONTIAC FIREBIRD			
Cpe 8	5924	5983	5863
81 PONTIAC LEMANS			
Cpe 8	4988	5038	4937
81 PONTIAC PHOENIX			
Cpe 6	4635	4681	4589
81 PONTIAC CATALINA			
Sdn	5512	5566	5457
Bonneville Sdn	6083	6145	6022
81 VOLKSWAGEN RABBITT			
Cpe	4035	4076	4050
81 VOLKSWAGEN SCIROCCO			
Cpe	6064	6125	6003
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3405	3439	3371
510 2 Dr	4181	4223	4140
810 Sdn 4 Dr	6140	6202	6078
80 DATSUN			
210 Std 2 Dr	2874	2902	2845
510 2 Dr	3573	3609	3538
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	4018	4058	3978
Celica St Spt Cpe	4564	4610	4518
Corona Sdn 4 Dr	4428	4473	4384
80 TOYOTA			
Corolla 2 Dr Sdn	3103	3134	3071
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3686	3723	3649

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automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Leasing Industry Confronts IRS

Detroit's New & Future Products

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MARCH 1983 VOL. 22, NO. 5

automotive FLEET®

**THE MANAGEMENT MAGAZINE FOR CAR
AND LIGHT TRUCK FLEET OPERATORS**

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

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On our cover: Ford's Lou Lataif, vice president and general manager, and Bill Willis, general fleet, leasing and rental manager, stand beside their '84 Tempos.

Note: The Foxboro Driver Training story will appear in our April issue.

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". . . chargebacks did not change noticeably . . ."

NAFA Personal Use Survey

The rates of reimbursement for business use of personal vehicles and charges for personal use of company fleet vehicles posted no significant changes in 1982. The National Association of Fleet Administrators (NAFA) in its annual Personal Use Survey found that both reimbursements and chargebacks did not change noticeably in the past year.

Chargebacks for personal use of company fleet vehicles showed no substantial change. Over half of the responding fleet administrators reported chargebacks of 10 cents or more per mile. This compares favorably with 1980 and 1981 survey returns in which average chargebacks of 10 cents per mile were also reported.

Over two-thirds of all respondents pay 20 cents per mile for business use of personal cars. Once again, this is virtually unchanged from last year's reports. A diect comparison, however, is difficult, due to a necessary change in reporting categories.

One trend which is gaining strength is the increasing number of fleets charging employees for all or part of the repair costs resulting from accidents which occur during personal use of the company car.

The Survey was answered by 197 fleets operating 141,513 passenger cars. Respondents included 33 Canadian fleets, nine public utility, and seven government fleets.

NAFA breaks the responses down into ten categories: Drug & Cosmetics, Food & Beverage, Chemical & Petroleum, Insurance, Manufacturing-Consumer, Manufacturing-Industrial, Other, Public Utility, Government, and Canada. Two groups: Food & Beverage, and Insurance were selected for detailed coverage in this report.

Food & Beverage Group

Although all Food & Beverage Group fleets permit employees and their spouses personal use of company cars, only six permit licensed children, and two allow "others" the same privilege. Six fleets have set minimum age requirements for drivers: three set the lower limit at 25, two at 21, and one fleet sets the limit at 18.

Just four fleets assess employees for a portion of damages incurred during personal use. Two fleets charge a flat dollar amount, $50 and $100 respectively, and the other two charge the employee the insurance deductible.

All fleets reimburse, on a mileage basis, employees who do not have a company car and use their personal car for business. Nine fleets pay 20 cents per mile, two pay 23 cents per mile, and one each pay 18 ½, 21, and 25 cents per mile. One fleet uses a graduated scale, paying 20 cents per mile for the first 15,000 miles driven in a year, then 10 cents per mile for additional mileage.

An employee whose fleet car is inoperative is reimbursed for straight mileage by all but one fleet for business use of a personal car. Ten fleets pay 20 cents per mile, two pay 23 cents per mile, and one each pays 21 and 25 cents per mile. The one exception to the mileage policy pays its drivers $7 per day for the use of a personal car.

Insurance Group

The Insurance Group was the largest single reporting group among the U.S. fleets responding. This group operates 42,314 passenger cars, of which 22,315 are company-owned, 12,909 are leased, and 7090 are employee-owned. Fleet administrators in this group estimate an average of 17 percent of total mileage is personal use.

Every fleet allows personal driv-

"The survey was answered by 197 fleets . . ."

Reimbursement For Use
Of Personal Car Mileage Only
(Assigned Fleet Car Not in Service)
U.S. Commercial Fleets Only

Amount	1980	1981	1982
15¢ or less	4%	3%	5%
16, 17, 18, 19¢	41%	15%	13%
20¢	43%	66%	68%
25¢ or more	*	*	3%

Note: *Not broken out in surveys for those years, but included in "more than 20 cents a mile" number.

Reimbursement For Use
Of Personal Car Mileage Only
(No Assigned Fleet Car)
U.S. Commercial Fleets Only

Amount	1980	1981	1982
15¢ or less	3%	1%	2%
16, 17, 18, 19¢	43%	13%	15%
20¢	43%	68%	69%
21, 22, 23, 24¢	11%	17%	10%
25¢ or more	*	*	4%

Note: *Not broken out in surveys for those years, but included in "more than 20 cents a mile" number

ing of company-provided cars after hours as well as weekends and holidays. One fleet does not allow use of the company vehicle for vacationing. Five fleets place limits on personal driving that include driving only within a 150-mile radius of home, staying within the state in which the employee lives, 10 percent of business mileage, 25 percent of total mileage, and 1000 miles per month.

There are 31 fleets which charge for personal use. In the 14 fleets which charge for mileage, two each set the chargeback at 10, 14, and 16 cents per mile, and one each sets the rate at 9 ½, 12, 14, 15 ½, 16, 17 ½, and 20 cents per mile. One fleet sets its rate at 5-15 percent of the total fuel cost. Of the 11 fleets which have established a flat or fixed weekly or monthly charge, three fleets charge $40 per month, two each set the rate at $20, $30, and $50 per month, while one each assesses $20 per week, $30 and $35 per month. The remaining fleets have chosen a mix of mileage and flat fee chargebacks which include: $40 per month plus 20 cents per mile when 50 or more miles from home, $30 per month plus the cost of gas and oil, $50 per month plus 12 cents per mile for more than 600 miles per month, 9 cents per mile for more than 600 miles plus $50 per month which is added to the employee's W-2 form, and one fleet simply adds $300 per year to the employee's taxable income.

Collection of the chargeback fees is accomplished through an expense report deduction in 17 fleets; nine deduct from the regular salary check, and five use a combination of methods, deducting mileage from the expense report and the fixed charge from the salary check.

Employees and their spouses may operate fleet cars in every fleet in the group. Licensed children may drive the car in 14 fleets; two permit operation by "others." Eight fleets employ age restrictions; four set the minimum age at 18, four at 21.

A portion of the cost of repair for damages incurred during personal use of a company car is assessed by 12 fleets. Five fleets charge the insurance deductible; six charge on a sliding scale from $50 to $300, and in one fleet the amount is fixed at $50.

Employees who are not assigned a company car and use their own cars for business purposes are generally reimbursed on a mileage basis. Reimbursement payments of 20 cents per mile are made by 17 companies; two pay 21 cents per mile, and one each pays 16, 17, 18, 19, 22, and 23 cents per mile. Two fleets pay a fixed amount plus mileage including: 10 cents per mile plus gas and $150 per month plus 9 cents per mile. Three other fleets employ graduated scales: 23 cents per mile for the first 15,000 miles, then 17 cents per mile thereafter; 22 cents per mile for the first 10,000 miles, then 10 cents per mile thereafter; and 16 cents per mile for the first 7000 miles, then 10 cents per mile for additional mileage throughout the year.

When a fleet car breaks down and the employee uses his own car, reimbursement schedules are all paid on a straight mileage basis in the Insurance Group. A rate of 20 cents per mile is charged by 17 fleets; two fleets each pay 12, 18, 21, and 22 cents per mile; while one each pays 16, 17, 19, and 23 cents per mile. AF

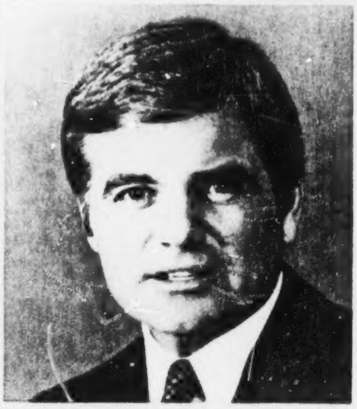
Personal Use Chargebacks
For Fleets Using a Straight
Mileage Charge
U.S. Commercial Fleets Only

Amount	1978	1979	1980	1981	1982
7¢ or less47%	16%	14%	2%	3%	
8, 9, or 10¢	35%	63%	44%	43%	45%
More than 10¢	18%	21%	42%	55%	51%

". . . getting the product to match the . . . lease is crucial."

Service Contracts

Continuous Satisfaction Plan
For Used Car Buyers
You're satisfied with the car you've chosen... Now, be sure you have Continuous Satisfaction with your car.



Since ***Jerry R. Farrar*** *founded General Warranty in July of '81, his company has gained the reputation of being not only a leader but an innovator. In addition to chalking up an impressive $52 million in annualized sales, General has tailored programs to fit a variety of fleet needs.*

Farrar has been working in the insurance field for two decades. He gained some of his important initial experience from working with the financial services company of Bayly, Martin, and Fay; there he received three consecutive national sales achievement awards for mass merchandising programs. He founded American Warranty in '74 and served as their president from '76 until '81. Now he serves as General's president and CEO.

AF: Service warranties are not new to the fleet industry, but your company has made some innovations. How does your approach differ?

Farrar: There have been a lot of service contract companies playing around with leasing and fleet markets over the years. But there is a big difference between working and being committed. When you're committed, you distribute your resources to develop a market, versus hoping to stumble over something and pick up a piece of business. At General Warranty we've made a clear commitment to spend approximately 25 percent of our resources, both time and money, in the development of timely and topical products that are right on target for the leasing companies today.

AF: What is the value of the service warranty from the leasing company's point of view?

Farrar: The chief and single most important asset of these companies is their customer base, their clients. They sell packages of leases constantly, so I think that we have to conclude that the real important asset is the consumer, the leasing customers. To assist the leasing companies in the management of their customers involves the development of good will. The mechanical integrity of the vehicle can change that relationship. Having a security instrument such as a service contract can offset any eventuality of serious mechanical breakdown. So we see the service contract playing a major role in protecting the singlemost important asset in any of these companies, that is, the client base.

AF: What is your approach to products?

Farrar: In the past, a key criticism was that there just wasn't enough flexibility. Five-year/50,000-mile service contracts had been slapped on a 36-month lease or even on a 24-month lease, and the lenders always complained that they viewed that as somewhat of an overallowance. So getting the product to match the precise term of lease has been crucial.

AF: So how did you decide to approach the problem?

Farrar: One of the key things that we thought was important was to maintain simplicity so that the various leasing agents could understand the program, have confidence in it, and have the type of program they need for their particular style of leasing. We've come up with two basic retail programs. One is a term of lease unlimited mileage; it means the contract will continue for the

“A service warranty is a security item . . .”

length of the lease no matter how many miles the car is driven. Then we have variations of mileage term of lease, from two years/unlimited miles all the way up to five years/ unlimited miles.

For the other type of leasing company, which is concerned with the mileage their customer is driving rather than the term, we have built what we call mileage limitation with variable term. We offer 15,000, 30,000, 45,000, 60,000, and 75,000 miles of coverage with variable term up to five years. That means if a customer is going to be a very low mileage driver, he can buy a 30,000-mile coverage and drive that 30,000 miles over three years or four years. The other thing that we've done, which I don't think has been done in the industry yet, is to include a transferability clause at no cost; it makes the value of the service contract to the leasing company far greater in the case of early return or repossession.

AF: The leasing scene has been changing radically in the past few years. How have you evaluated those changes and moved to keep pace with them?

Farrar: We've taken a close look at the fleet leasing market, which makes up a very large percentage of the marketplce today. We've calculated that many of the larger leasing companies are looking at approximately 28 to 33 months and hopefully around 50,000 to 52,000 miles as the optimum turnback time. For that reason, we designed a specific program which is three years or 60,000 miles. Also one of the most common ways of disposal of those automobiles is to sell them to their own employees. For that reason, we have made an optional 12/12 available on the three-year/60,000-mile program when the automobile is sold. No inspection is required because we feel the car will have been maintained under service contract all along.

AF: There also is a trend towards used car leasing. How have you moved to accomodate that?

Farrar: We feel that used car leasing is something that is going to continue to grow as the prices of automobiles continue to rise. And I don't think anybody in our business had really approached used leasing comprehensively. For that reason, we devised three specific programs. We have 15,000-mile, 30,000-mile, and 45,000-mile programs. There is a variable term of up to three years on any of those programs. To the best of my knowledge that is the largest amount of used-car coverage available in the industry. Basically, our aim has been to tailor fit the service contract to the leasing company. The level of flexibility we are bringing is satisfying a lot of needs because what is true of a leasing company in California may not be true of one in Minnesota. The key goal for us is to design the product and delivery in a way that meshes with the purpose of the organization.

AF: How does a service warranty serve the different parties involved?

Farrar: With a fleet operator, there's a two-fold concern: how to protect the asset during the term of its operation, and how to ease the disposal process. With a leasing company, you've got a totally different set of concerns: how to protect the asset base, which is the customer; how to protect the other asset base, which is the vehicle itself, meaning the residual value of the car when it returns, particularly in repossession or a closed end lease; and how to satisfy the lender that his rolling asset is really being protected. A service warranty is really a security item for every person in the transaction. For the leasing company because it builds a relationship with the customer. For the lender because his interest is secure. And for the customer because he's capping his cost.

Recently I discussed consumer risks with Virginia Knauer, President Reagan's special assistant on Consumer Affairs. And she confirmed to me that these were some of the thoughts in her own mind. Those are the undercurrents of the risks that the consumer faces, and the service contract meets those risks head on; for the first time, it gives the consumer the option to protect the mechanical integrity of the vehicle. We've always been able to buy life insurance to protect our lives, homeowners' insurance, marine insurance, even jewelry floaters for our wives' jewelry. But where has the consumer had the option to protect the mechanical integrity of a vehicle? He hasn't — not until the advent of the service contract.

American Warranty Corp. has been around for eight years and was originally founded by Jerry Farrar. A few months ago, they announced new programs for both new and used vehicles at lower overall rates. And sometime in '83, one of those contracts will log in as the one millionth vehicle service contract that American has sold.

The American contracts include a five-year/unlimited-mileage coverage for new cars and three-, four-, and five-year/unlimited- mileage plans for leased cars. The extended used car programs provide coverage for vehicles up to eight years old and with 100,000 original miles.

The financially competitive contracts offer reduced rates on close to 600 new and used models. Plus, they have been expanded to cover towing and increased rental reimbursement.

William P. Fisher is now serving as president of both AWC and United Equitable Corp., AWC's parent company. Fisher projects that the close linkup of the two companies will “provide AWC with improved response time (and) the management and financial strength of the United Equitable Corp.” The total assets of the UE Group and its subsidiaries exceed $100 million.

K. George Paganis was instrumental in forming Adesco to administrate Minnehoma Insurance Company's service agreement programs, and he guided both companies to positions of prominence. Adesco operates through franchised and independent dealers as well as rental and fleet operations; their fleet offerings include both new and used vehicle agreements.

AF: How popular are vehicle service agreements with fleet operators?

Paganis: Fleet operators have yet to endorse vehicle service agreements in significant numbers. But I believe it's simply a matter of time before they see the vehicle service agreement as a viable tool from both competitive and practical standpoints.

AF: Would you describe your offerings?

Paganis: The service agreement, as it has evolved, offers fairly standardized coverages. But it can be customized to provide whatever a fleet operator may want.

A vehicle that carries some sort of mechanical protection for the buyer will command a higher price. Adesco's programs give the seller of the vehicle a product that may either be passed on at no charge to the vehicle purchaser or an opportunity to realize additional income through the product's sale.

AF: What are the mechanics of your programs?

Paganis: We provide localized claims service through a network of ten regional offices. When a vehicle breaks down, the customer calls the nearest toll-free number, and a claims adjuster advises him. We pay the repairing dealer his full retail labor and full list on parts, direct. The customer's responsibility is limited to the amount of deductible and any work performed not covered by the service agreement.

"Percentage ratio . . . 3.70%"

AUTOMOTIVE AND APPLIANCE SERVICE CONTRACT PRICE COMPARISON

ITEM	SALES PRICE	AVERAGE COST OF 5-YEAR CONTRACT	% OF PURCHASE PRICE
MICROWAVE OVEN	$350.00	$49.00	14%
GAS RANGE	$429.95	$128.00	30%
WASHER DRYER	$795.00	$182.85	23%
PORTABLE 19" COLOR T.V.	$399.00	$95.76	24%
REFRIGERATOR	$750.00	$185.25	24.7%
VEHICLE	$8,999.00	$332.96	3.7%

AVERAGE PRICE OF APPLIANCES	$ 544.79
AVERAGE COST OF A 5-YEAR APPLIANCE SERVICE CONTRACT	$ 128.17
PERCENTAGE RATIO OF APPLIANCE SERVICE CONTRACT COST	23.14 %
PERCENTAGE RATIO OF VEHICLE SERVICE CONTRACT COST	3.70 %

THE COST OF A VEHICLE SERVICE CONTRACT ON AN ANNUALIZED BASIS FOR AUTOMOBILES AS A PERCENTAGE OF RETAIL PURCHASE PRICE IS SUBSTANTIALLY LOWER THAN APPLIANCES.

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AF: Today, the bigger leasing companies are selling their used vehicle to a client, employee, or employee's relative. Are your programs designed to protect that buyer as well?

Farrar: Right. Say a fleet operator has purchased a vehicle and operated it under a 36-month/60,000-mile service contract. We then, as risk managers, have some level of assurance of the quality of the underwriting risks. And at the point that another person purchases it, we will then provide 12-month/12,000-mile coverage.

AF: Some people may not be familiar with some of the basic mechanics of using a service warranty. Where do they get their vehicles repaired? How do they handle it?

Farrar: One of the underlying services that's critical is the availability of a national network of repair facilities. When a customer calls in and there's a breakdown of his car, first of all he's not calling the leasing company. They're not in the business of making repairs; they're in the leasing business. So we direct the customer to a qualified repair facility. In most cases, the leasing company will have some facilities they prefer.

The second possibility is that the customer's vehicle may have broken down away from the city where he leased. In that case, he can either be directed to a franchised repair facility or to another qualified facility, often of his choice, whether it is a Goodrich store, an AAMCO transmission location, or whatever. Our goal is to get the customer repaired and on the road.

The third possibility is that, if the customer so elects under the service contract, he can have the repairs done wherever he chooses, submit those repair bills to us, and we reimburse him. So again, flexibility is the key.

AF: Are all three options at the customer's discretion?

Farrar: Correct. Our national claims department is set up with former service managers. These guys are very familiar with the customer dynamics as well as the mechanical dynamics of getting a car repaired. If they get a call at 9 p.m. from somebody on the Pennsylvania Turnpike, their number one objective is providing confidence to the guy on the other end of the line.

AF: Say the customer chooses a corner filling station. How does payment occur?

Farrar: First, we don't restrict the customer's choices. He can choose any facility which is convenient, whether it's a corner filling station, an independent garage, or an automobile dealer. It's his choice. And if he pays those repair costs, we reimburse. We also spend a great deal of time wiring money to Western Union offices across the country, because even in the smallest community, there is a Western Union office. And often independent garages don't want to roll a car unless it's paid for.

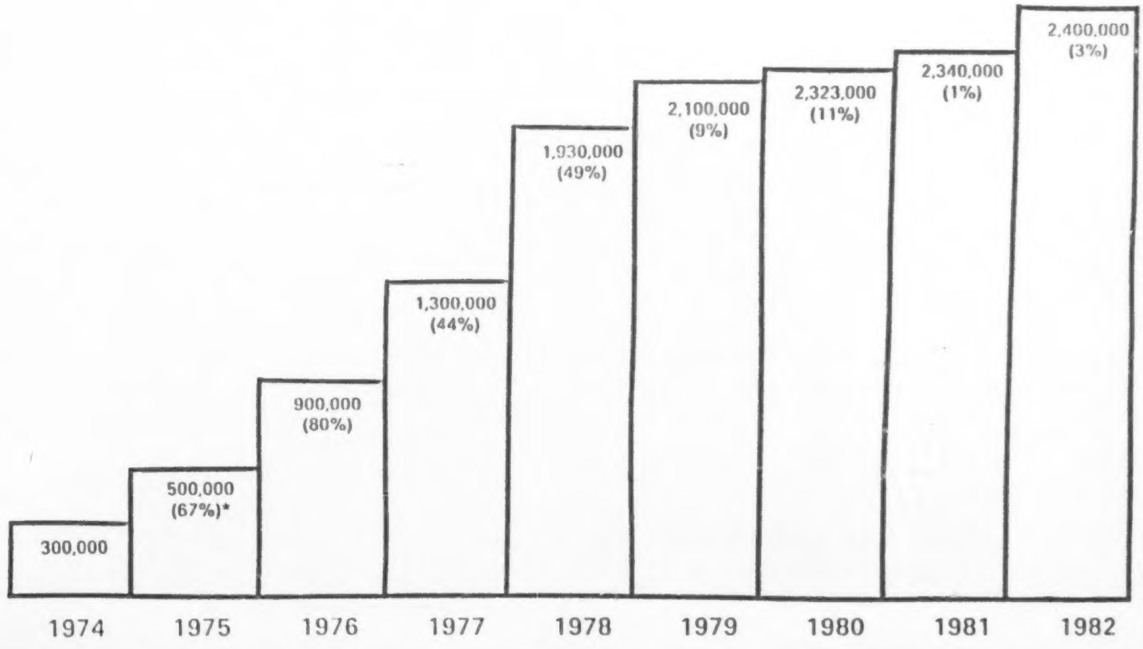
Another critical thing is that we pay full retail to the repair facility both on parts and labor, and there's no 30-day elimination period. Nor is there a first 30-day repair at cost. Now this has a strong bearing on building customer goodwill. Depending on how and what methods you pay claims, you determine whether the vehicle is going to be fixed quickly and, generally, efficiently. So we have tried to take the sting out of that for the leasing company's customer. He is going to be treated as a first-class citizen because the repair facility is being paid their full parts and labor costs.

AF: Let's talk about costs. How economical is a service contract?

Farrar: Basically you can buy a service contract covering three years/unlimited mileage for less than it will cost you for collision and liability insurance for one year. In addition to that, according to an insurance study done in Michigan, the odds that you would use a vehicle service contract in any given period are about three times those that you would use your accident insurance.

Or you might look at it different-

VEHICLE SERVICE CONTRACT SALES
(NUMBER OF CONTRACTS ISSUED BY BOTH FACTORIES AND INDEPENDENTS)



* NUMBERS IN ( ) INDICATE THE GROWTH RATE OVER THE PREVIOUS YEAR

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"Cars are more complex."

ly. You might do the Sears/J. C. Penny/Montgomery Ward analogy. If you buy a service contract on a refrigerator or television from one of those companies, you will pay somewhere between 15 and 25 percent of the retail value of the merchandise. And yet the vehicle service contract is selling for somewhere around 5 percent the retail value of a far more complicated piece of machinery. And that 5 percent is typically the upper limit. The range is generally 3 to 5 percent.

AF: You mentioned that a vehicle is a complicated piece of machinery. Is that also a factor?

Farrar: Exactly. Cars are not only costing more but are more complex. In 1959, if you had some trouble with your car, you went out on a Saturday afternoon, jacked it up, and you could basically diagnose what was happening. Your car didn't have sensors, trip computers, fuel injection, anti-detonation devices, and so forth. But today's typical American consumer is not a guy who is going to go out on Saturday afternoon and tinker around with his car. One of the things we built into our product was a high-technology package. We have a simple way to include that kind of coverage if the car carries that kind of equipment.

AF: One concern of users is the financial integrity of the ultimate risk taker. Who backs you up?

Farrar: I think our operating partnership with Imperial Casualty and Indemnity has been crucial to General's success. Imperial is a 100-percent wholly-owned subsidiary of Standard Oil of Indiana, which is the eleventh largest corporation in the world. So we're able to back up our programs with the quality and financial strength that is beyond reproach: some $20 billion in assets and $10 billion in new worth. We've got a strong partner there. With that kind of financial integrity and with offerings tailored to fit the leasing industry's needs, we provide the buffer for the friction that is created when something goes wrong. We're the grease on the tracks that makes the wheel slide a little easier.

AF: How popular are service contracts today, and what is your prognosis for the future?

Farrar: This might sum it up: in 1982 there were about $1.2 billion service contracts bought by the American car-buying public. And that is estimated to rise by 1986, a short period, to over $3 billion. The consumer is saying, I like it, I need it, I want it, I think it's reasonably priced, and I'm going to own it. Fleet acceptance and use will accelerate that trend. AF

Last year, **Hugh Griffith** put together United Dealer Group's fleet and leasing program.

AF: Give us a rundown of your involvement with United Dealer Group.

Griffith: United Dealer Group is headquartered in Phoenix, and we've been in existence for three and a half years, operating coast to coast, in all states plus Canada. We work through general agents who have extensive automobile backgrounds.

AF: What are some of United Dealer Group's achievements with fleet service contracts?

Griffith: One thing that we've done is custom tailor a warranty program that will run for the term of the lease with unlimited mileage. It's a comprehensive, 11-point program, covering everything from transmission through air conditioning.

AF: How flexible are your programs?

Griffith: We can custom tailor a warranty to an individual's particular needs. For example, a leasing company in Southern California preferred 15,000 miles per year. So we modified the warranty to read 12 months/15,000 miles and 24 months/30,000 miles.

AF: Why are service contracts of value to the different parties?

Griffith: A service contract covers both parties' bases. A lessee has a contractual obligation to maintain that automobile. This is the antithesis of the man who buys the car retail and decides he's never going to change the oil. An extended warranty makes sure the lessee doesn't face a heavy repair bill. By and large, lessors haven't been heavily involved in aftermarket items, but lessors can profit because warranties remove liability. We cover new vehicles from 24 months all the way up to 60 months with unlimited mileage, depending on the term of lease. One feature of that program is that it's renewable. A lot of lessees will buy the car at the end of term and want to continue the protection; we have a program where they can.

AF: What about used cars?

Griffith: We have gone all the way up to a three-year/36,000-mile warranty on used cars involved in leasing activities.

Another tremendous help we provide is premium financing. Our subsidiary will finance a dollar figure on a new car over a nine-month period, allowing the consumer to buy the warranty in a heck of an easier way than forking over the cash immediately.

REPRINTS CURRENTLY AVAILABLE

1. 1983 Model Year Fleet Calendar — $2.50
2. Eleventh Biennial Lease/Rental Survey — 60 cents
3. 1983 Fleet Car Specifications — 60 cents
4. State Automobile Insurance, Registration and Tax Facts Chart — 60 cents

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In the April AF

Watch for our big NAFA/AFLA Convention Issue

Foxboro's Driver Training Program

Big '83 Model Purchases

READER UPDATE

Calendar

MARCH

3-5 — National Independent Automobile Dealers Association (NIADA) Holiday Inn Surfside, Clearwater Beach, FL

13-16 — American Car Rental Association (ACRA), Tarpon Springs, FL

APRIL

11-13 — Rental owners' and general managers' seminar. Mudgett and Assoc., 595 N. Nova Rd., Ormond Beach, FL, (904) 672-1040.

15-17 — Automotive Fleet & Leasing Association (AFLA) Spring Meeting, Dearborn Hyatt, Dearborn, MI

17-20 — National Association of Fleet Administrators (NAFA) Renaissance Center, Westin Hotel, Detroit, MI

18-19 — Automotive Fleet Administration Seminar. Contact: Frances Plotsky, University of Texas at Austin, 78712. (512) 471-3123

19-21 — National Association of Van Pool Operators (NAVPO), Westin South Coast Plaza Hotel, Costa Mesa, CA

21-22 — Automotive Fleet Administration Seminar. Contact: Susie Hughes, University of Southern Mississippi, Hattiesburg, 39406. (601) 266-4183

28-May 1 — Hertz International Licensee Convention, Belmont Hotel, Bermuda

MAY

7-13 — Ford Authorized Leasing Association, Hawaiian Village Hotel, Honolulu, HI

8-11 — National Car Rental Licensee Convention, Ramada Renaissance Hotel, Denver, CO

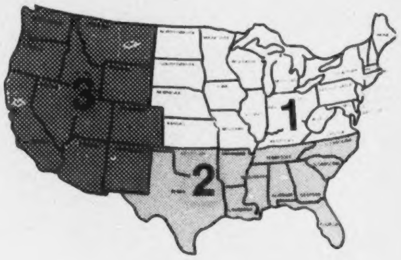
Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	123.9	139.5	122.6
Boston	119.5	131.5	132.9
Chicago	125.1	147.3	142.4
Dallas	114.2	127.9	123.8
Denver	133.9	145.2	125.4
Detroit	124.9	136.3	127.1
Indianapolis	122.8	141.3	127.5
Kansas City	129.6	141.4	123.1
Los Angeles	127.6	137.1	125.9
Minneapolis	132.9	143.9	132.7
New York City	132.5	138.7	134.3
Phoenix	122.1	134.1	122.8
Pittsburgh	121.6	136.6	123.3
San Francisco	141.2	145.8	134.8
Seattle/Tacoma	124.1	143.0	127.2
U.S.A. Average	124.6	139.3	127.2

All prices effective February 12, 1983

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

Used Cars



The following are average car prices for the period ending February 9, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
81 AMC SPIRIT			
D/L Cpe	3481	3516	3446
80 AMC SPIRIT			
D/L Cpe	2808	2836	2780
Wgn	2741	2769	2716
81 AMC CONCORD			
Sdn 6-4	3769	3807	3731
Sta Wgn 30	3968	4008	3928
80 AMC CONCORD			
Sdn6 4 Dr	3128	3161	3098
Sta Wgn	3316	3350	3283
81 BUICK SKYLARK			
Sdn	4750	4614	4524
81 BUICK REGAL			
Turbo Cpe	6003	6064	5944
Cpe	5708	5767	5652
80 BUICK REGAL			
Turbo Cpe	5200	5251	5149
Cpe	4956	5006	4905
81 BUICK LESABRE			
Sdn	5703	5760	5647
80 BUICK LESABRE			
Sdn	4485	4528	4439
81 CADILLAC			
Cpe DeVille	9166	9258	9076
Sdn DeVille	9107	9199	9017
80 CADILLAC			
Sdn DeVille	7746	7822	7668
Cpe DeVille	7843	7920	7763
81 CHEVY			
Chvt Htchbk	3052	3082	3021
Camaro Cpe8	5695	5752	5638
80 CHEVY			
Chvt Htchbk	2513	2538	2487
Camaro Cpe8	4860	4907	4811
81 CHEVY CITATION			
Cpe 6	4863	4911	4815
80 CHEVY CITATION			
Sdn Htchbk	3416	3450	3382
81 CHEVY MALIBU			
Cpe	4606	4652	4560
Sdn	4528	4573	4482
Clas Cpe	4879	4927	4828
80 CHEVY MALIBU			
Cpe	3739	3776	3702
Sdn	3660	3698	3624
Clas Cpe	4047	4087	4007
81 CHEVY MONTE CARLO			
Cpe	5403	5458	5349
80 CHEVY MONTE CARLO			
Cpe	4578	4623	4534
81 CHEVY IMPALA			
Sdn	5083	5135	5032
Cpe	5107	5158	5057
Imp Wgn 9	5242	5294	5189
80 CHEVY IMPALA			
Sdn	4142	4183	4100
Cpe	4155	4197	4114
Est Wgn 9	4263	4305	4218
81 CHRYSLER			
Npt Sdn	5250	5301	5197
80 CHRYSLER			
Npt Sdn	4086	4125	4045
81 DODGE OMNI			
4 Dr Htchbk	3475	3512	3442
80 DODGE OMNI			
4 Dr Htchbk	2986	3017	2958
81 DODGE ARIES			
Sdn	4522	4566	4476
St Wgn	4812	4859	4763
80 DODGE ASPEN			
Sdn 6	3135	3167	3106
81 DODGE DIPLOMAT			
Sln Cpe	4561	4605	4515
Sln Sdn	4561	4605	4515
80 DODGE DIPLOMAT			
Cpe	3687	3724	3650
Sdn	3687	3724	3650
80 FORD PINTO			
Cpe	2199	2222	2177
Sta Wgn	2385	2410	2363
81 FORD FAIRMONT			
Sdn 4 Dr	3788	3827	3750
80 FORD FAIRMONT			
Sdn 4 Dr	3098	3129	3068
81 FORD MUSTANG			
Cpe 4	4061	4101	4021
80 FORD MUSTANG			
Cpe 4	3343	3375	3309
81 FORD GRANADA			
Sdn 8-L	4345	4389	4301
80 FORD GRANADA			
Sdn 8	3377	3410	3344
81 FORD LTD			
Sdn	5181	5232	5129
80 FORD LTD			
Sdn	4104	4145	4064
81 FORD ESCORT			
Sdn 4 Dr	3467	3503	3433
81 FORD CROWN VIC			
Sdn	5699	5756	5641
80 FORD CROWN VIC			
Sdn	4522	4568	4478
81 FORD THUNDERBIRD			
Cpe	5336	5389	5283
80 FORD THUNDERBIRD			
Cpe	4458	4502	4412
81 LINCOLN CONTINENTAL			
Sdn	11263	11348	11123
Mark VI	11236	11348	11123
80 LINCOLN CONTINENTAL			
Sdn	9394	9489	9299
Mark VI	9349	9442	9255
81 MERCURY ZEPHYR			
Sdn 2 Dr	3823	3862	3785
80 MERCURY MONARCH			
Sdn	3409	3446	3377
81 MERCURY MARQUIS			
Sdn	5422	5474	5368
80 MERCURY MARQUIS			
Cpe	4315	4356	4271
Sdn	4295	4339	4253
Wgn-2	4366	4411	4324
81 OLDS CUTLASS			
Sdn	5381	5433	5326
Sup Cpe	5708	5767	5652
80 OLDS CUTLASS			
Cpe Sln	4088	4128	4046
Sup Cpe	4962	5012	4912
81 OLDS DELTA			
Sdn	5703	5760	5647
Cpe	5724	5782	5667
80 OLDS DELTA			
Sdn	4486	4529	4440
Cpe	4510	4554	4464
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3477	3513	3443
80 PLYMOUTH VOLARE			
Cpe	3119	3151	3089
Sdn	3119	3151	3089
81 PLYMOUTH RELIANT			
Cpe	4499	4545	4453
81 PONTIAC FIREBIRD			
Cpe 8	5748	5804	5689
81 PONTIAC LEMANS			
Cpe 8	4790	4838	4742
81 PONTIAC PHOENIX			
Cpe 6	4474	4518	4429
81 PONTIAC CATALINA			
Sdn	5320	5373	5268
Bonneville Sdn	5872	5931	5812
81 VOLKSWAGEN RABBITT			
Cpe	4035	4076	3995
81 VOLKSWAGEN SCIROCCO			
Cpe	6064	6125	6003
80 VOLKSWAGEN RABBITT			
Cpe	3183	3216	3151
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3405	3439	3371
510 2 Dr	4181	4223	4140
810 Sdn 4 Dr	6140	6202	6078
80 DATSUN			
210 Std 2 Dr	2874	2902	2845
510 2 Dr	3573	3609	3538
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	4018	4058	3978
Celica St Spt Cpe	4564	4610	4518
Corona Sdn 4 Dr	4428	4473	4384
80 TOYOTA			
Corolla 2 Dr Sdn	3103	3134	3071
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3686	3723	3649

4/18/83
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AF'S 4th Annual
TOP 100

Special NAFA AFLA NAVPO
Convention Issue

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APRIL 1983 VOL. 22, NO. 6

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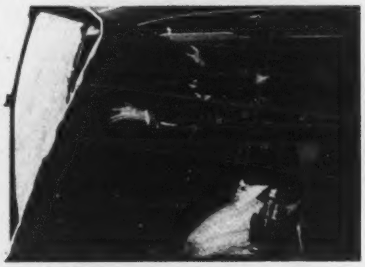

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Automotive Fleet's Top 100

The fourth annual *Automotive Fleet* Top 100 fleet listing is the most accurate and complete to date. Those fleets that may have had a reluctance to identify their size for their own proprietary reasons have shared their current data with AF to make this, our fourth listing, the most effective ever.

Readers should know that only those business/corporate fleets with centralized control over the entire fleet are considered and counted. Sears Roebuck, our new number one leader, is an example of where centralized control was completed since last year and now can be properly identified. With other candidates, such as IBM, sales and technical people account for several thousand cars, but they are under a salesmen-owned and mileage-paid plan, not directly controlled by IBM.

The major daily rental companies are listed in AF's annual Fact Book. The Top 25 utility companies were listed in AF's December issue.

From a research standpoint, nearly 150 of leading companies were queried, and each one of our final Top 100 was questioned for the current fleet manager contacts, their ownership/lease arrangement, and their fleet size.

(Reprints of the Top 100 list are available at $2 each, quantities of 10 to 50 at $1.50 each, and 50 or more at $1.30 each. Contact: Reader Service Manager, Automotive Fleet, 2500 Artesia Blvd., Redondo Beach, CA 90278.)

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AUTOMOTIVE FLEET's Top 100 Business and Corporate Fleets

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
1	—	Sears Roebuck & Co. Chicago, IL	William H. Jones, III	X	—	400	13,000	13,400
2	1	Xerox Rochester, NY	Ron Pink	—	Gelco Hertz Leaseway	9,500	2,500	12,000
3	2	Frito-Lay, Inc. Dallas, TX	Gorman R. Green Marvin Crow Charles Loveless	X	—	615	10,250	10,865
4	3	Tupperware Orlando, FL	Bernie Janis Terry Vasterling	—	"In House" Leasing	10,300	—	10,300
5	5	Digital Equipment Maynard, MA	Rick Catino	X	PH&H Gelco	7,960	1,120	9,080
6	4	Honeywell Minneapolis, MN	Connie Wesley	—	Gelco PH&H	6,654	2,353	9,007
7	84	Pepsi Cola Purchase, NY	John G. Sawrey	X	—	500	7,500	8,000
8	6	Minnesota Mining & Manufacturing St. Paul, MN	Tim R. Hoffmann H.P. Larson	X	—	5,853	1,911	7,764
9	8	Standard Oil Co. (Ind.) Chicago, IL	Dennis Lese	X	—	4,000	3,500	7,500
10	49	Church of Jesus Christ Of Latter Day Saints Salt Lake City, UT	Don Benson	X	—	6,521	500	7,021
11	64	Ashland Oil, Inc. Ashland, KY	Mary Dougherty Steve Stewart	X	PH&H Gelco LMV	3,100	3,625	6,725
12	10	State Farm Insurance Bloomington, IL	Tom Sours	X	—	6,379	145	6,524

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
13	9	Westinghouse Pittsburgh, PA	Lou Dobak	—	"In House" Leasing	4,550	1,925	6.475
14	18	Borg Warner Corp. Schaumburg, IL	Phyllis Howard	X	"In House" Leasing	5,600	800	6,400
15	17	Shaklee Corp. San Francisco, CA	Peter D. Wood	X	"In House" Leasing	6,350	50	6,400
16	11	Tenneco, Inc. Houston, TX	J.R. "Jack" Gudelman	X	Fleet Services	2,971	3,274	6,245
17	12	ARA Services Philadelphia, PA	Ralph Jamic	X	—	2,500	3,500	6,000
18	7	Dow Chemical USA Midland, MI	Ron Smith Tim Sheehan	—	CC/McCullagh	3,500	2,500	6,000
19	13	Union Carbide Corp. New York, NY	Walt Dzitko	X	Wheels Gelco Hertz	3,500	2,500	6,000
20	20	Carrier Corp./ United Technologies Corp., Hartford, CT	Harold Tibbits	X	PH&H Avis	4,800	1,100	5,900
21	15	Exxon Houston, TX	Jack Lamb	X	—	3,000	2,800	5,800
22	14	Dresser Industries Pittsburgh, PA	John K. Hutchison	—	"In House"	4,159	1,560	5,719
23	16	Goodyear Akron, OH	A.P. Spencer	X	—	1,655	3,880	5,535
24	21	Nabisco E. Hanover, NJ	John Mihalker	X	—	3,500	1,800	5,300
25	23	Shell Houston, TX	J.A. (Judy) Wieman	X	—	2,200	2,850	5,050
26	22	Motorola Schaumburg, IL	Dave Barany	X	—	4,440	500	4,900

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
27	18	Rollins Inc. Atlanta, GA	Porter Thompson	X	B&M Motors U.S. Fleet Lsg.	2,485	2,355	4,840
28	26	IC Industries Chicago, IL	E. Pierce Walsh Mary Anicich	X	Gelco	2,780	1,965	4,745
29	35	W.R. Grace & Co. New York, NY	Edward Boehme	X	PH&H Hertz Wheels	3,000	1,500	4,500
30	30	Eastman Kodak Rochester, NY	Scott Thomas	X	PH&H Gelco	4,450	30	4,480
31	37	Federal Express Corp. Memphis, TN	Ron Pruitt	X	HLR Corp.	4	4,357	4,361
32	25	Burlington Northern Inc., St. Paul, MN	John Long	—	ARI, Lend Lease, Gecal, Gelco, BankAmeriLease	1,200	3,100	4,300
33	28	Control Data Corp./ Commercial Credit Minneapolis, MN	Paul S. Allmacher	—	CC/McCullagh	3,940	300	4,240
34	27	U.S. Steel Pittsburgh, PA	W.T. "Bill" Herlihy	X	—	2,000	2,200	4,200
35	48	General Electric Major Appliance Business Group Louisville, KY	Mary Sue Leach V.J. Miska	X	—	1,267	2,900	4,167
36	29	Johnson Controls, Inc. Milwaukee, WI	Bob Borchert	X	U.S. Fleet Lsg. Gelco Southgate	1,510	2,561	4,071
37	40	Teledyne, Inc. Los Angeles, CA	Robert A. Forsey	X	—	2,800	1,200	4,000
38	32	Phillips Petroleum Co. Bartlesville, OK	B.J. Webb	X	—	1,427	2,570	3,997
39	33	Purolator Services, Inc. New Hyde Park, NY	Jack Neusch	X	—	481	3,500	3,981

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
40	42	Aetna Life & Casualty Hartford, CT	Ed Hadley	X	Gelco PH&h	3,600	200	3,800
41	36	Procter & Gamble Co. Cinncinnati, OH	Clarence O'Dell	X	—	3,600	—	3,600
42	41	Revlon, Inc. New York, NY	R. Breault	—	Gelco Hertz	3,500	10	3,510
43	45	Canteen Corp. Chicago, IL	Mark Klein	X	—	1,000	2,500	3,500
44	34	Gulf Oil Corp. Houston, TX	J.E. Cumming	—	Gelco, PH&H, ARI, Dart/Kraft	2,900	580	3,480
45	50	NL Industries, Inc. Houston, TX	Bernie Hodgeson Nancy Rheingold Jean Hoffmeyer	X	PH&H U.S. Fleet Lsg.	1,963	1,436	3,399
46	43	PPG Industries Pittsburgh, PA	Vic Pelletier	X	LMV Leasing Dresser Ind. Industrial Lsg.	3,000	350	3,350
47	63	Transamerica Corp. Los Angeles, CA	Bill Slothour	X	"In House" Leasing	3,150	150	3,300
48	44	Travelers Insurance Hartford, CT	Art Derderian	—	PH&H	3,300	—	3,300
49	47	Brown & Root, Inc Houston, TX	Roger Ivey	X	—	1,200	2,000	3,200
50	71	Cigna Corp. Philadelphia, PA	Timothy Hagarty Howard Dunn	X	ARI, PH&H	3,000	15	3,015
51	51	Diebold, Inc. Canton, OH	Dave Allton	—	PH&H Leaseway	1,269	1,691	2,960
52	55	Marathon Oil Findlay, OH	Lois Smith	X	Gelco Wheels	1,100	1,840	2,940
53	39	Montgomery Ward Chicago, IL	Roseann Neveitt	—	Gelco	310	2,506	2,816

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
54	46	Continental Insurance New York, NY	R. Gray Woolsey William J. Benzie	X	—	2,800	15	2,815
55	—	Gulf & Western Industries Inc. New York, NY	John W. Simon	—	Associates Lsg.	2,419	268	2,687
56	66	General Mills Minneapolis, MN	Jim Rowe Henry Paetzel	X	—	2,025	650	2,675
57	54	Crawford & Co. Atlanta, GA	B.L. Garrett	—	Calesco, Inc. "In House" Leasing	2,650	—	2,650
58	59	Philip Morris U.S.A. New York, NY	Gregory J. Tarring	—	PH&H Gelco	2,600	45	2,645
59	53	GAB Business Services New York, NY	G.J. Keenan	X	PH&H Dart & Kraft	2,590	—	2,590
60	—	Seaboard System RR Jacksonville, FL	J.L. Van Meter	X	PH&H Hertz	739	1,821	2,560
61	61	Champion International Stamford, CT	James H. Kallestad	X	PH&H	1,600	900	2,500
62	57	Hartford Insurance Hartford, CT	Vincent Castagno	X	—	2,500	—	2,500
63	69	Merck & Co. Inc. Rahway, NJ	Alma Cristauro	—	PH&H	2,319	168	2,487
64	52	Avon Products, Inc. New York, NY	Mrs. Denise Ryan	—	Gelco Dart & Kraft	2,400	—	2,400
65	100	Hoffman LaRoche Nutley, NJ	Dave Figurelli	X	PH&H	2,100	300	2,400
66	65	Chessie System Railroads Baltimore, MD	Pat McNulty	—	ARI, BankAmeri Lease, New England Merchants	820	1,560	2,380

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
67	67	Cities Service Foundation Tulsa, OK	Frank Kovacs	X	—	891	1,480	2,371
68	62	FMC Corp. Chicago, IL	Lawrence Dakof	X	—	1,700	650	2,350
69	73	Pfizer Inc. New York, NY	Gordon B. West	X	Gelco, Wheels PH&H	2,184	155	2,339
70	58	Union Pacific RR Omaha, NE	John Dyer	X	Gelco	675	1,650	2,325
71	70	Smith Kline Corp. Philadelphia, PA	John Mahony Bill Haney	—	ARI Wheels	2,250	60	2,310
72	74	Reliance Electric Cleveland, OH	Robert L. Burden	X	Industrial Lsg. Wheels	1,500	800	2,300
73	68	Kraft, Inc. Glenview, IL	Ed Jackstis	X	—	2,250	40	2,290
74	60	Liberty Mutual Insurance Co. Boston, MA	Barbara Feinberg	X	—	2,229	24	2,253
75	79	Greyhound Corp. Phoenix, AZ	Ed Bloomfield	X	—	1,950	300	2,250
76	—	Hewlett Packard North Hollywood, CA	John T. Weber	X	—	2,195	12	2,207
77	24	Getty Refining Tulsa, OK	Bob Scott	X	—	700	1,500	2,200
78	75	Upjohn Company Kalamazoo, MI	Judy Rafferty	—	Wheels Leaseway	1,950	250	2,200
79	72	Bank of America San Francisco, CA	Donn Dennler	X	—	2,043	117	2,160
80	76	Economics Laboratory Inc St. Paul, MN	James Igel	X	—	2,000	126	2,126

'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
81	85	Farmers Insurance Group Pasadena, CA	Al Herzog	—	"In House"	2,085	18	2,103
82	80	General Foods White Plains, NY	Chris Pollard	X	—	2,023	58	2,081
83	81	SCM Corp. Syracuse, NY	Bill Kelly	—	PH&H Wheels	1,850	225	2,075
84	82	Household Finance Prospect Heights, IL	Mary Kowalski	—	Lend Lease	2,000	7	2,007
85	78	Ingersoll Rand Piscataway, NJ	Debra Donske	—	Wheels Dart & Kraft	1,400	600	2,000
86	77	Niagara Mohawk Syracuse, NY	Clay Bealer	X	"In House" Leasing	517	1,472	1,989
87	86	Wausau Insurance Co. Wausau,WI	Bob Rakow Jean Heisler	—	Fleet Services Gelco U.S. Fleet Lsg.	1,900	16	1,916
88	88	USF&G Insurance Baltimore, MD	Paul F. Herfurth	X	—	1,825	30	1,855
89	94	Brown & Williamson Tobacco Co. Louisville, KY	Bob Whitfield	X	—	1,206	648	1,854
90	87	Fireman's Fund Insurance Companies San Rafael, CA	Dan McIntosh	X	—	1,800	50	1,850
91	89	Bell & Howell Co. Lincolnwood, IL	Mike Winfield	—	CC/McCullagh Wheels, ARI	1,800	10	1,810
92	92	Eaton Corp. Cleveland, OH	R.J. Wagner	—	Leaseway Dart & Kraft	1,500	300	1,800
93	93	St. Regis Paper Co. Nyack, NY	R.G. McCarthy	—	ARI, PH&H, Associated Consultants, Inc, Dart & Kraft	700	1,075	1,775

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'83 Rank	'82 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	#Cars	#Lt.Trucks & Vans	Total
94	98	Moore Business Forms Glenview, IL	Charlene M. Davis	—	ARI Dart & Kraft	1,700	25	1,725
95	90	McDonald's Oakbrook, IL	Don Kolb Judy Baxter	—	PH&H	1,675	40	1,710
96	—	Abbott Labs North Chicago, IL	Mack Taylor	—	PH&H Wheels	1,550	150	1,700
97	91	Sherwin Williams Co. Cleveland, OH	G.N. Hickey David L. Hall	—	CC/McCullagh Donlen, PH&H, Leaseway	850	750	1,600
98	95	Keebler Co. Elmhurst, IL	Morris Cooper	—	Wheels Geleo	1,569	—	1,569
99	96	A.B. Dick Co. Chicago, IL	Paul G. Klinger	—	ARI Wheels	1,500	45	1,545
100	99	Lorillard New York, NY	Sal Giacchi	—	Dart & Kraft Lend Lease	1,495	50	1,545

AUTOMOTIVE FLEET'S TOP 100

Alphabetical Cross Reference

COMPANY	RANK
Abbott Laboratories	96
Aetna Life & Casualty	40
ARA Services	17
Ashland Oil Inc.	11
Avon Products, Inc.	64
Bank of America	79
Bell & Howell Co.	91
Borg Warner Leasing	14
Brown and Root	49
Brown & Williamson Tobacco Co.	89
Burlington Northern	32
Canteen Corp.	43
Carrier Corp./United Technologies Corp.	20
Champion Int'l	61
Chessie System RR	66
Church of Jesus Christ of Latter Day Saints	10
CIGNA Corp.	50
Cities Service	67
Continental Insurance/ Continental Corp.	54
Control Data Corp./ Commercial Credit	33
Crawford & Co.	57
A.B. Dick Co.	99
Diebold, Inc.	51
Digital Equipment	5
Dow Chemical USA	18
Dresser Industries	22
Eastman Kodak Co.	30
Eaton Corp.	92
Economics Labs	80
Exxon Company USA	21
FMC Corporation	68
Farmers Insurance	81
Federal Express	31
Fireman's Fund Insurance Co.	90
Frito Lay, Inc.	3
GAB Business Services	59
General Electric	35
General Foods	82
General Mills	56
Getty Refining & Mktg	77
Goodyear Tire & Rubber	23
W.R. Grace & Co.	29
Greyhound Corp.	75
Gulf Oil Corp.	44
Gulf & Western Corp.	55
Hartford Insurance	62
Hewlett Packard	76
Hoffman LaRoche	65
Honeywell	6
Household Finance	84
IC Industries	28
Ingersoll Rand	85
Johnson Controls	36
Keebler Company	98
Kraft, Inc.	73
Liberty Mutual	74
Lorillard	100
Marathon Oil	52
McDonald's Corp.	95
Merck & Co.	63
Minnesota Mining & Mfg.	8
Moore Business Forms	94
Philip Morris USA	58
Motorola Inc.	26
NL Industries	45
Nabisco, Inc.	24
Niagara Mowhawk	86
PPG Industries	46
Pepsi Cola Bottling	7
Pfizer Inc.	69
Phillips Petroleum	38
Proctor & Gamble	41
Purolator Services	39
Reliance Electric	72
Revlon, Inc.	42
Rollins, Inc.	27
SCM Corporation	83
Seaboard System RR	60
Sears Roebuck	1
Shaklee Corp.	15
Shell Oil	25
Smith Kline	71
Standard Oil Indiana	9
State Farm Insurance	12
St. Regis Paper	93
Teledyne Inc.	37
Tenneco Inc.	16
Transamerica	47
Travelers Indemnity	48
Tupperware	4
Union Carbide	19
Union Pacific RR	70
The Upjohn Co.	78
USF&G Company	88
United States Steel	34
Wausau Insurance	87
Montgomery Ward	53
Westinghouse Electric	13
Sherwin Williams	97
Xerox Corp.	2

Current Key Data on Resale

AF's Lessor Used Car Study

Automotive Fleet recently queried a group of major lessors on the subject of used vehicle sales. Of 13 questionnaires sent, replies were received from nine. The intent was to obtain a profile on used car practices that covered hundreds of thousands of cars.

All were asked the same questions. They were asked how many client accounts cars were sold last year, the average age of those vehicles at resale time (in months), how many miles each vehicle had on the average, how many were consigned to auctions, or sold to client account employees, wholesalers or used car dealers, or were traded for new vehicles.

Respondents were also given the opportunity to comment on changes in marketing characteristics that have occurred over the last three years.

Following are the responses. (Companies are listed in alphabetical order.)

Mike Albert Leasing, Inc.

"Getting the 'pretty' used car keeps getting harder," says Vice President Don Miller. "Higher mileage units are worth less and are harder to sell."

Of the 4,000 client account cars sold last year, 30 percent were sold on consignment at auctions, 5 percent were sold to client account employees, with the balance sold to wholesalers or used car dealers. None were traded for new models.

The average age of the cars was 30 months. They had an average 65,000 miles on them.

MILLER

GROCHAL

Automotive Rentals, Inc. (ARI)

ARI sold 13,769 cars last year, all at an average age of 28 or more months with an average 54,000 miles. Vice president Frank S. Grochal said, "On the average, vehicles have stayed on lease longer."

Of those cars sold, 29.6 percent were consigned to auctions. "More fleets have switched to the auto auction way of selling used vehicles," Grochal explained.

Client account employees bought 22.5 percent of the cars, wholesaler/used car dealers another 39.8 percent, with the remaining 8.1 percent "disposed of by other means of merchandising," Grochal said.

He added that, "high mileage is taking its toll more and more each year," referring to used car sales.

Dart & Kraft Leasing, Inc.

Dart & Kraft Leasing, Inc., sold their used cars last year with an average age of 28 months and average mileage of 62,000 miles. According to Brian C. Fakler, vice president of used vehicle marketing, "a few years ago the average used car we sold was 24 months old with 56,000 miles. For whatever reason, today our average vehicle is coming out of service older."

Dart & Kraft sold 15,000 cars last year; the largest amount, 50 percent, to wholesalers or used car dealers. About 30 percent were sold to client employees, 15 percent consigned to auctions, and 5 percent traded for new cars.

"Having always followed a philosophy of selling each vehicle individually...we must now spend much more time to market one vehicle than was necessary a few years ago," Fakler said. "We now transport many vehicles out of soft markets into areas where sales are less sensitive to high mileage and extended use. While this procedure has shown a higher return for our efforts...having to spend more time disposing of vehicles means our

". . . fleets have been cutting back . . ."

clients may not see the proceeds of end sale in as timely a fashion as they once might have."

Enterprise, Inc.

Enterprise, Inc. sold 9,179 client used vehicles last year. The average age and mileage at resale time were 24.4 months and 55,819 miles. The majority, 66.77 percent, were sold to wholesale brokers and used car dealers, with 26.15 percent sold to client account employees, and 5.84 percent going to auction consignment. None were traded to new car dealers.

FAKLER

JANIK

According to used vehicle marketing manager G.J. Janik, three relative factors have affected the used car market over the past three years: the oil glut, new mileage legislation, and serviceability and maintenance costs.

"The oil glut has increased the value of large luxury vehicles and reduced the value of the economy cars," he said. "Since the price of used vehicles is a fraction of new, buyers have become more aware of the value of options, resulting in a stronger demand for loaded up vehicles."

Gelco Corporation

"We see vehicles being turned in with a noticeable increase in both miles and months in service," said Al Lee, used car marketing manager. "In addition, fleets have been cutting back as to the number of vehicles used to conduct company business."

Gelco sold 40,140 client account cars last year. The average age was 31 months with an average 61,000 miles.

Client account employees bought 43.3 percent of them, wholesaler and used car dealers 29.2 percent; 26.3 percent were consigned to auctions, with the remaining 1.2 percent traded with dealers for new models.

"Gelco is leading the industry in sales to drivers and employees as well as holding special sales," Lee commented.

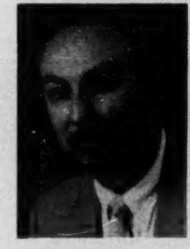
Leaseway Fleet Management Corp.

Falling gas prices and high mileage resulting from keeping fleet cars in service longer has "kept the used vehicle marketplace in a continual state of flux," says R.S. Robbins, manager of used vehicle and equipment marketing.

Leaseway sold 13,500 cars last year aged at an average 30 months with an average 56,000 miles.

Client account employees accounted for the majority of the sales, 52 percent, with 25 percent consigned to auctions, 20 percent sold to used car dealers and 3 percent sold directly to new car dealers.

Robbins said that the major changes in the market are changes from strict wholesalers to combination wholesale and retail dealers, which he said offered a greater return, and the acceptance of higher mileage cars by the retail buyer.


ROBBINS

WEADLEY

McCullagh Leasing, Inc.

"As expected during these difficult economic times, replacement cycles have been lengthened and we have experienced an increase in sales to our customer's employees," says D.R. Roccia, director of used vehicle sales..

In fact, 35.6 percent of the 14,543 vehicles sold last year were sold to client account employees. The remainder, 64.4 percent, were sold to used car dealers or wholesale brokers.

The age of the vehicles sold by McCullagh was an average 28.5 months with an average 52,700 miles.

"The ever-changing used vehicle market has provided new twists to old variations during the past three years," Roccia says. "The automobile manufacturers' reduced interest buying programs are an illustration."

Peterson, Howell, & Heather, Inc. (PHH)

Of the 50,000 client account vehicles sold by PHH last year, the average age was 28 months with an average 63,000 miles.

Twenty-five percent of them were consigned to auction sales; 30 percent were sold to client account employees; 40 percent were sold to wholesalers or used car dealers; and the remaining 5 percent were traded on new models.

C.F. Davis, vice president of used car sales, said the most significant change in the used car market was that of the perception of the buyer. "Fleet managers see the rise in new car prices as harmful, but rejoice in rising used car prices," he said. "Unfortunately retail consumers react negatively to the increased cost of both new and used cars."

Wheels, Inc.

Wheels, Inc., sold 28,371 of its client account's cars last year at an average age of 28 to 30 months with an average 58,168 miles.

Only 1.5 percent of them were consigned to auctions, with 38 percent sold to client account employees and 60.5 percent to used car dealers.

Of the market, Chuck Weadley, vice president, said, "overall economic conditions have, of course, had a significant effect. The inflationary increase in new car prices without a corresponding increase in the used-car selling prices have made the used-car market a definite buyer's market."

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Major Lessor's Used Car Profile For '82

	# Sold In '82	Age (Mos.)	Miles	Auctions	CONSIGNED		Others
					Employees	U.C. Dealers Wholesalers	
Mike Albert	4,000	30	65,000	30%	5%	65%	—
ARI	13,769	28	54,000	29.6%	22.5%	39.8%	8.1%
Dart/Kraft	15,000	28	62,000	15%	30%	50%	5%
Enterprise	9,179	24.4	55,819	5.8%	26.2%	66.8%	—
Gelco	40,140	31	61,000	26.3%	43.3%	29.2%	1.2%
Leaseway	13,500	30	56,000	25%	52%	20%	3%
CC/McCullagh	14,543	28.5	52,700	—	35.6%	64.4%	—
PHH	50,000	28	63,000	25%	30%	40%	5%
Wheels	28,371	29	58,168	1.5%	38%	60.5%	—
Total/Avg.	**188,502**	**28.5**	**58,632**	**17.6%**	**31.4%**	**48.4%**	**2.6%**

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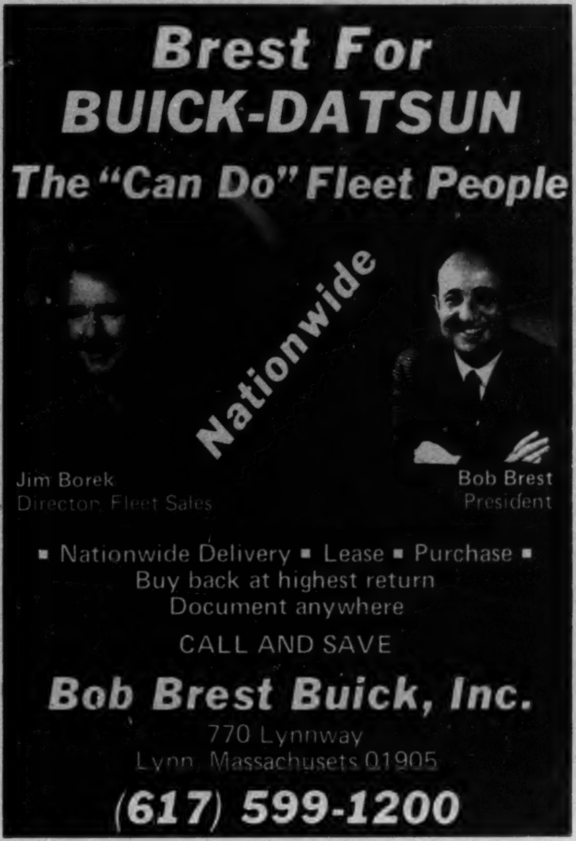

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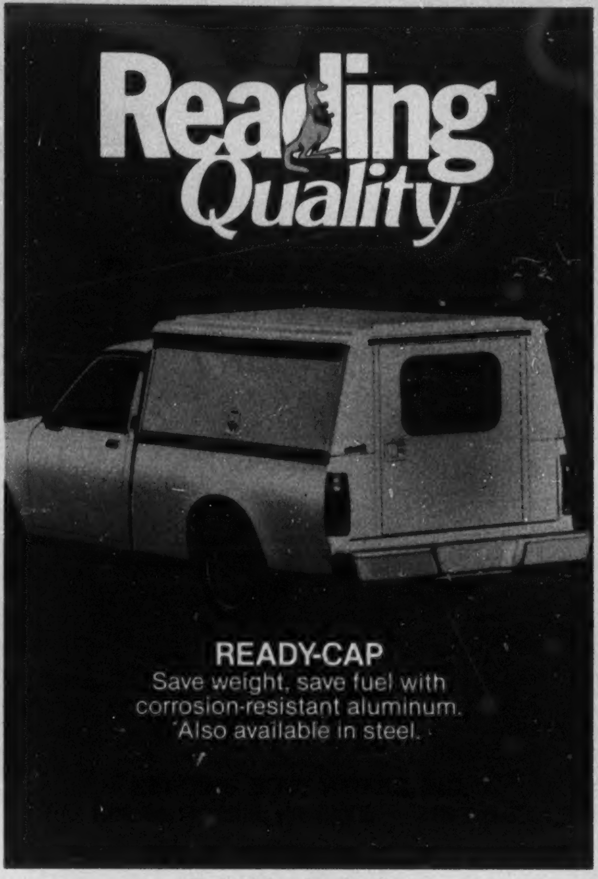

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AF Surveys Auction Ratings

To accompany the *AF* and *NAFA* used car surveys, questionnaires were sent leading fleet minded auction owners to give readers a perspective on what is happening in the used car market at the auction-level outlets.

We asked for a ranking of the "hottest" fleet cars now coming off lease or fleet use. Each respondent ranked the six specific models in highest demand in sales of two and three year old fleet cars.

Sam Lafata of Aptco Auto Auction, Inc. listed the Oldsmobile Cutlass, both two and four door models, as the top seller; followed by the Buick Regal, two and four door models, Chevrolet Impala, and Caprice in a three-way second-place tie; Ford Escort and Mercury Lynx; Chyrsler K-Cars; and lastly, Ford LTD two-doors.

Warren Waldrep of Atlanta Auto Auction listed the Buick Regal as his number one choice, followed by the Olds Cutlass, Cutlass LS, and Delta in a three-way tie for second. Third was Chevy Impala, fourth Mercury Marquis, fifth Chrysler Newport and LeBaron, and sixth Ford T-Bird and Fairmont.

The Olds Cutlass and Buick Regal were the first and second choices of Bernard W. Sisco of Baltimore Washington Auto Exchange. Those choices were followed by Chevy Malibu, K-car wagons, Mercury Marquis, and Chevy Impala.

At Mid States Auto Auction, Jim B. Seder ranked his six top sellers as Buick Skylark, Olds Cutlass, Buick Regal, Chevy Malibu, Olds Delta, and any other "full-size car" Seder said.

Sam Gelt of Northstar Auto Auction said that almost anything with decent miles sells, and listed his six as Caprice, Olds Cutlass Supreme, Chrysler LeBaron, Ford LTD, Ford Escort and the K-Cars.

A number one preference for the Buick Limited was stated by Henry M. Stanley Jr. of Ohio Auto Auction, Inc. Number two in his list was the Ford Crown Vic, followed by Olds LS, Olds Cutlass Supreme, Chevy Malibu, and Olds Regal.

On a simpler note, Robert S. August of Southern Auto Auction said the top sellers from his point of view were simply all 1980, 1981, and 1982 full-size and luxury cars, stating no model preference.

At Tri-City Auto Auction, Inc., Don Smolen said the top six models were headed by Olds Cutlass Supreme, followed by Chevy Malibu, Monte Carlo, Citation (X-bodies, generally), Pontiac Gran Prix, and Chevy Chevette. Smolen added in regard to the Monte Carlo, "K-cars work well when we get them but we don't see many."

Of those responding, only A.J. Hollman of West Palm Beach Auto Auction noted foreign cars as the biggest sellers. He listed the Chevy Malibu second, Monte Carlo third, mid-size Ford fourth, Buick Regal fifth, and noted that in the last place, "diesels of any type are bad."

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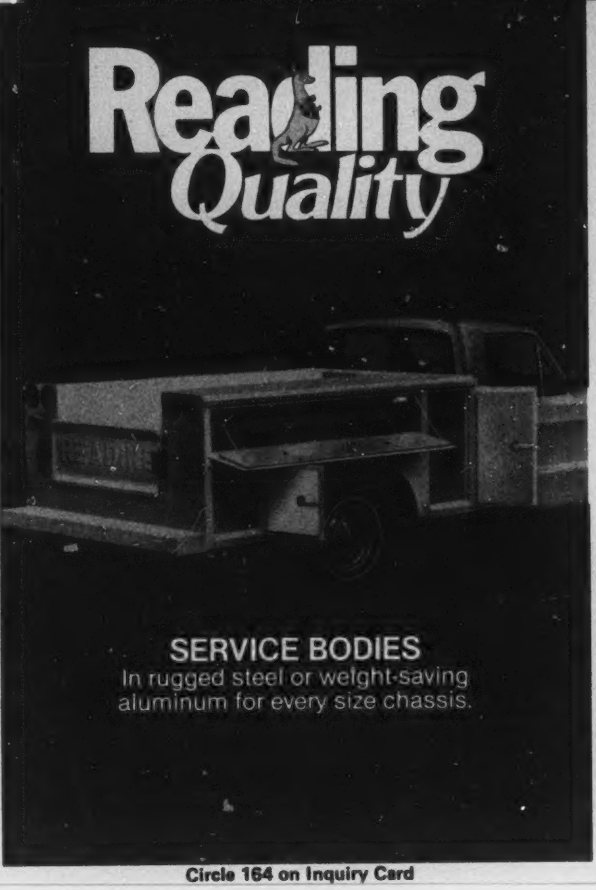
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Fleet-Minded Auctions Rate "Hottest" Resale Cars

	1	2	3	4	5	6
APTCO	Cutlass	Caprice Impala Regal	Escort	Lynx	K-Cars	LTD
Atlanta	Regal	Cutlass LS Cutlass Delta	Impala	Marquis	LeBaron Newport	T-Bird Fairmont
Balt./Wash.	Cutlass	Regal	Malibu	K-Car Wagons	Marquis	Impala
Mid-States	Skylark	Cutlass	Regal	Malibu	Delta	Full-Size Models
Minn. Northstar	Caprice	Cutlass	LeBaron	LTD	Escort	K-Cars
Ohio	Limited	Crown Victoria	Cutlass LS	Cutlass Supreme	Malibu	Regal
Tri-City	Cutlass	Malibu	Monte Carlo	(X-Bodies) Citation	Gran Prix	Chevette
W. Palm Beach	Imports	Malibu	Monte Carlo	Mid-Size Ford	Regal	(Diesels)

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NAFA Used Car Survey Results

Typical Examples of Major Policy Changes in Past Three Years are Found in These Two Key Groups Representing 44% of the Total Business/Corporate Fleets Responding

INSURANCE GROUP

Major Changes in Recycling Policies
(One fleet each)

From	To
24 mos. or 40,000 miles	35 mos. or 60,000 miles
— 50,000 miles	— 60,000 miles
24 mos. or 50,000 miles	30 mos. or 60,000 miles
24 mos. or 60,000 miles	36 mos. or no limit
26 mos. or 55,000 miles	36 mos. or 60,000 miles
— 50,000 miles	— 60,000 miles
36 mos. or 45,000 miles	48 mos. or 55,000 miles
26 mos. or 50,000 miles	36 mos. or 75,000 miles
— 60,000 miles	— 75,000 miles
— 60,000 miles	— 55,000 miles
— 45,000 miles	— 60,000 miles

MANUFACTURING-INDUSTRIAL GROUP

Major Changes in Recycling Policies
(One fleet each)

From	To
— 45,000 miles	— 50,000 miles
36 mos. or 60,000 miles	48 mos. or 100,000 miles
— 50,000 miles	— 60,000 miles
24 mos. or 50,000 miles	36 mos. or 75,000 miles
36 mos. or 50,000 miles	48 mos. or 70,000 miles
— 55,000 miles	— 50,000 miles
26 mos. or 50,000 miles	30 mos. or 55,000 miles
30 mos. or 55,000 miles	32 mos. or 65,000 miles
24 mos. or 60,000 miles	36 mos. or 90,000 miles
30 mos. or 80,000 miles	37 mos. or 97,000 miles
— 60,000 miles	— 70,000 miles

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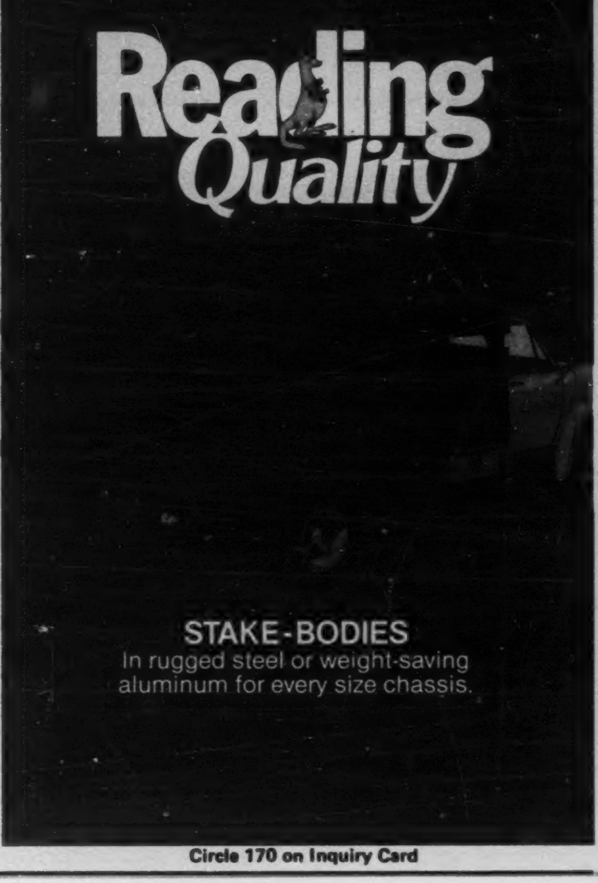

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NAFA Used Car Survey Results

WHO SETS THE USED CAR PRICE

	# Reporting	Fleet Manager	Leasing Co.
Drugs & Cosmetics	15	8	1
Food & Beverage	12	5	1
Chemical & Petroleum	16	7	2
Insurance	30	19	4
Mfg.-Consumer	19	12	2
Mfg.-Industrial	26	15	3
Bank-Financing	8	6	—

METHOD OF DETERMINING USED VALUE

	#Reporting	AMR	NADA	Black Book	%w/Policy change to longer life
Drug & Cosmetic	15	4	3	—	53%
Food & Beverage	12	2	—	1	25%
Chemical & Petroleum	16	4	3	—	63%
Insurance	30	8	5	—	34%
Mfg.-Consumer	19	11	3	1	16%
Mfg.-Industrial	26	3	3	1	42%
Bank-Financing	8	—	2	2	25%

NAFA's Used Car Survey

Profile at Resale

The most prevalent trend among fleets responding to the National Association of Fleet Administrator's (NAFA) used car marketing survey was to prolong the number of months and miles a car is kept in service.

This is the first time NAFA has conducted a survey on used car marketing. A total of 179 fleets operating 138,577 passenger cars participated in the 1982 survey. Included in the group were 34 Canadian fleets, nine U.S. government fleets, and 10 public utility fleets.

Based on the survey findings, the average number of miles driven at the time the cars were marketed was about 59,000. The average number of months the cars were kept in service was 33.

These averages include the government and police fleets and public utility fleets whose vehicles are kept for a longer period of time.

Several methods of determining a sale price were reported by those fleets who sold vehicles directly to employees. The most common method reported by all the groups was the Automotive Market Report (AMR) price quote for "clean" condition, less percentage and/or mileage.

Respondents were also queried as to the method used to market used vehicles. Of the vehicles sold, the most common method reported by all the groups was to sell to employees. Selling to wholesalers was the second most popular method quoted.

Insurance Group

The insurance group consists of 30 fleets operating 30,247 passenger cars (19,249 company owned, 7,998 leased, and 3,000 employees owned.)

There were 9,181 cars or 30 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 51,000. The average number of months the cars were in service was 27.

Thirty percent of the vehicles sold went to employees, 25 percent were sold to wholesalers, 18 percent were consigned to auto auctions, 20 percent were traded for a new car, and 7 percent were sold to used car dealers.

Manufacturing — Consumer Group

There are 19 fleets operating 15,906 passenger cars in this group (10,616 company owned, and 5,290 leased).

There were 5,039 cars or 32 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 61,000. The average number of months the cars were in service was 30.

At time of resale, 37 percent were consigned to auto auctions, 29 percent were sold to wholesalers, 25 percent were sold to employees, 7 percent were traded for a new car, 1 percent was sold to used car dealers, and another 1 percent was sold privately.

Manufacturing — Industrial Group

The manufacturing-industrial group consists of 26 fleets operating 29,624 passenger cars (3,305 company owned, 24,763 leased and 1,556 employee owned).

There were 10,626 cars or 37 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 51,000. The average number of months the cars were in service was 25.

Of those vehicles sold, 57 percent were sold to employees, 19 percent were consigned to auto auctions, 18 percent were sold to wholesalers, and 6 percent were sold at retail.

Drug and Cosmetic Group

The drug and cosmetic group consists of 15 fleets operating 6,894 passenger cars (1,041 company owned and 5,853 leased). There were 2,533 cars or 37 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 59,000. The average number of months car were in service was 26.

Of the vehicles sold, 46 percent were sold to wholesalers, 22 percent were sold to employees, 19 percent were sold to used car dealers and 13 percent were consigned to auto auctions.

Methods of determining costs and determining who sets the prices are shown in accompanying charts.

Food and Beverage Group

The food and beverage group consists of 12 fleets operating 6,541 passenger cars (3,922 company owned, 2,477 leased, and 142 employee owned.) There were 2,358 cars or 37 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 43,000. The average number of months the cars were in service was 25.

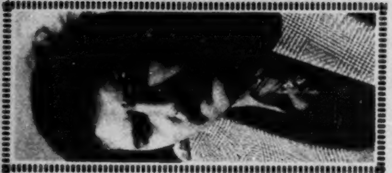
When the respondents were asked what method they used to market their vehicles, 31 percent were sold to their employees, 25 percent were consigned to auto auctions, 23 percent were traded for a new car, and 21 percent were sold to wholesalers.

Chemical and Petroleum Group

The chemical and petroleum group consists of 16 fleets operating 10,969 passenger cars (4,825 company owned, 6,411 leased, and 30 employee owned).

There were 2,937 cars or 26 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 62,000. The average number of months the cars were in service was 32.

Of the vehicles sold, 57 percent were sold to wholesalers, 19 per-



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NAFA Survey

cent to employees, 16 percent were consigned to auctions, 3 percent were sold to used car dealers, and 5 percent were traded for a new car.

Banking and Financial Services Group

The banking and financial service group consists of 8 fleets operating 2,048 passenger cars (1,615 company owned and 433 leased).

There were 759 cars or 37 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 53,000. The average number of months the cars were in service was 34.

Of the vehicles sold, 60 percent were sold to employees, 18 percent were sold to wholesalers, 14 percent were consigned to auto auctions, and 8 percent were traded for a new car.

Public Utility Group

There were 497 cars or 17 percent of the fleet sold in 1981. The passenger cars (13,905 company owned and 1,465 leased.

There were 497 cars of 17 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 74,000. The average number of months the cars were in service was 69.

Differing greatly with other groups so far discussed, of the vehicles sold by this group, 91 percent were consigned to auto auctions, 3 percent were sold to employees, 3 percent were sold to used car dealers, 1 percent was sold to wholesalers, and 1 percent was advertised in the newspaper and sold to the highest bid.

Government and Police Group

The government and police group consists of nine fleets operating 9,439 passenger cars (9,095 company owned and 344 leased).

There were 2,458 cars or 27 percent of the fleet sold in 1981. The average number of miles driven at the time of marketing was 76,000. The average number of months the cars were in service was 36. AF

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READER UPDATE

Calendar

APRIL

11-13 — Rental owners' and general managers' seminar. Mudgett and Assoc., 595 N. Nova Rd., Ormond Beach, FL, (904) 672-1040.

15-17 — American Fleet & Leasing Association (AFLA) Spring Meeting, Dearborn Hyatt, Dearborn, MI

17-20 — National Association of Fleet Administrators (NAFA) Renaissance Center, Westin Hotel, Detroit, MI

18-19 — Automotive Fleet Administration Seminar. Contact: Frances Plotsky, University of Texas at Austin, 78712. (512) 471-3123

19-21 — National Association of Van Pool Operators (NAVPO), Westin South Coast Plaza Hotel, Costa Mesa, CA

21-22 — Automotive Fleet Administration Seminar. Contact: Susie Hughes, University of Southern Mississippi, Hattiesburg, 39406. (601) 266-4183

28-May 1 — Hertz International Licensee Convention, Belmont Hotel, Bermuda

MAY

7-13 — Ford Authorized Leasing Association, Hawaiian Village Hotel, Honolulu, HI

8-11 — National Car Rental Licensee Convention, Ramada Renaissance Hotel, Denver, CO

JUNE

8-12 — Western Vehicle Leasing Association (WVLA) Convention/Exhibit, Double Tree Inn, Monterey, CA

13-15 — Electric Utilities Fleet Managers Conference, Williamsburg Lodge, Colonial Williamsburg, VA

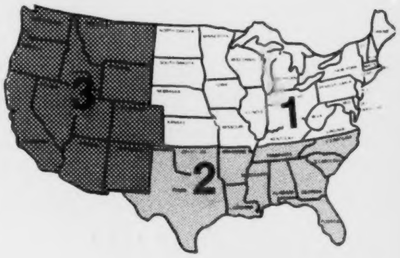
Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	119.3	134.2	119.2
Boston	114.6	127.9	127.1
Chicago	119.1	141.2	138.3
Dallas	113.8	126.8	120.4
Denver	127.8	141.3	122.5
Detroit	121.6	132.4	125.1
Indianapolis	116.1	133.1	121.2
Kansas City	121.3	127.3	119.1
Los Angeles	120.8	133.2	120.3
Minneapolis	126.4	138.2	126.3
New York City	127.1	135.3	130.7
Phoenix	117.4	131.1	118.6
Pittsburgh	116.6	132.3	119.5
San Francisco	135.3	141.3	129.7
Seattle/Tacoma	120.1	139.6	123.3
U.S.A. Average	119.8	134.6	124.2

All prices effective March 10, 1983.

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

Used Cars



The following are average car prices for the period ending March 2, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
81 AMC SPIRIT			
D/L Cpe	3422	3456	3388
80 AMC SPIRIT			
D/L Cpe	2752	2780	2724
Wgn	2816	2844	2788
81 AMC CONCORD			
Sdn 6-4	3723	3761	3687
Sta Wgn 30	3920	3960	3881
80 AMC CONCORD			
Sdn6 4 Dr	3081	3114	3052
Sta Wgn	3266	3300	3234
81 BUICK SKYLARK			
Sdn	4479	4522	4434
81 BUICK REGAL			
Turbo Cpe	5955	6016	5896
Cpe	5662	5721	5607
80 BUICK REGAL			
Turbo Cpe	5133	5182	5083
Cpe	4891	4941	4841
81 BUICK LESABRE			
Sdn	5675	5731	5619
80 BUICK LESABRE			
Sdn	4463	4505	4417
81 CADILLAC			
Cpe DeVille	9075	9165	8985
Sdn DeVille	9016	9108	8927
80 CADILLAC			
Sdn DeVille	7669	7744	7591
Cpe DeVille	7765	7841	7686
81 CHEVY			
Chvt Htchbk	2991	3020	2961
Camaro Cpe8	5621	5677	5565
80 CHEVY			
Chvt Htchbk	2463	2488	2437
Camaro Cpe8	4792	4839	4744
81 CHEVY CITATION			
Cpe 6	3833	3871	3793
80 CHEVY CITATION			
Sdn Htchbk	3315	3347	3281
81 CHEVY MALIBU			
Cpe	4514	4559	4469
Sdn	4438	4482	4393
Clas Cpe	4782	4829	4732
80 CHEVY MALIBU			
Cpe	3665	3701	3628
Sdn	3587	3624	3552
Clas Cpe	3967	4006	3927
81 CHEVY MONTE CARLO			
Cpe	5349	5404	5295
80 CHEVY MONTE CARLO			
Cpe	4532	4577	4488
81 CHEVY IMPALA			
Sdn	5033	5083	4982
Cpe	5056	5106	5007
Imp Wgn 9	5190	5242	5137
80 CHEVY IMPALA			
Sdn	4100	4141	4059
Cpe	4113	4155	4073
Est Wgn 9	4831	4878	4782
81 CHRYSLER			
Npt Sdn	5229	5279	5177
80 CHRYSLER			
Npt Sdn	4070	4109	4029
81 DODGE OMNI			
4 Dr Htchbk	3399	3435	3367
80 DODGE OMNI			
4 Dr Htchbk	2921	2951	2893
81 DODGE ARIES			
Sdn	4454	4497	4409
St Wgn	4740	4786	4691
80 DODGE ASPEN			
Sdn 6	3073	3104	3044
81 DODGE DIPLOMAT			
Sln Cpe	4529	4573	4483
Sln Sdn	4529	4573	4483
80 DODGE DIPLOMAT			
Cpe	3662	3698	3625
Sdn	3662	3698	3625
80 FORD PINTO			
Cpe	1973	1992	1951
Sta Wgn	2332	2357	2311
81 FORD FAIRMONT			
Sdn 4 Dr	3694	3732	3656
80 FORD FAIRMONT			
Sdn 4 Dr	3021	3052	2991
81 FORD MUSTANG			
Cpe 4	4013	4052	3973
80 FORD MUSTANG			
Cpe 4	3293	3324	3260
81 FORD GRANADA			
Sdn 8-L	4301	4345	4258
80 FORD GRANADA			
Sdn 8	3319	3352	3288
81 FORD LTD			
Sdn	5161	5212	5109
80 FORD LTD			
Sdn	4075	4116	4036
81 FORD ESCORT			
Sdn 4 Dr	3398	3433	3365
81 FORD CROWN VIC			
Sdn	5677	5733	5619
80 FORD CROWN VIC			
Sdn	4490	4536	4447
81 FORD THUNDERBIRD			
Cpe	5314	5367	5261
80 FORD THUNDERBIRD			
Cpe	4440	4484	4394
81 LINCOLN CONTINENTAL			
Sdn	11146	11257	11034
Mark VI	11146	11257	11034
80 LINCOLN CONTINENTAL			
Sdn	7688	7764	7611
Mark VI	9281	9376	9188
81 MERCURY ZEPHYR			
Sdn 2 Dr	3728	3766	3691
80 MERCURY MONARCH			
Sdn	3066	3094	3034
81 MERCURY MARQUIS			
Sdn	5400	5452	5346
80 MERCURY MARQUIS			
Cpe	4297	4338	4253
Sdn	4277	4321	4236
Wgn-2	4348	4393	4306
81 OLDS CUTLASS			
Sdn	5338	5390	5283
Sup Cpe	5662	5721	5607
80 OLDS CUTLASS			
Cpe Sin	4035	4075	3994
Sup Cpe	4849	4947	4848
81 OLDS DELTA			
Sdn	5675	5731	5619
Cpe	5696	5753	5639
80 OLDS DELTA			
Sdn	4464	4506	4418
Cpe	4487	4531	4442
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3401	3436	3368
80 PLYMOUTH VOLARE			
Cpe	3057	3088	3027
Sdn	3057	3088	3027
81 PLYMOUTH RELIANT			
Cpe	4432	4477	4386
81 PONTIAC FIREBIRD			
Cpe 8	5674	5729	5615
81 PONTIAC LEMANS			
Cpe 8	4695	4742	4648
81 PONTIAC PHOENIX			
Cpe 6	4363	4406	4319
81 PONTIAC CATALINA			
Sdn	5267	5319	5216
Bonneville Sdn	5814	5871	5754
81 VOLKSWAGEN RABBITT			
Cpe	3778	3816	3740
81 VOLKSWAGEN SCIROCCO			
Cpe	6064	6125	6003
80 VOLKSWAGEN RABBITT			
Cpe	3183	3216	3151
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3405	3439	3371
510 2 Dr	4181	4223	4140
810 Sdn 4 Dr	6140	6202	6078
80 DATSUN			
210 Std 2 Dr	2874	2902	2845
510 2 Dr	3573	3609	3538
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	3612	3649	3577
Celica St Spt Cpe	4564	4610	4518
Corona Sdn 4 Dr	4428	4473	4384
80 TOYOTA			
Corolla 2 Dr Sdn	3103	3134	3071
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3686	3723	3649

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FEATURING

STATISTICS

- FLEET DIRECTORY
- AUTO GUIDE
- FLEET DEALERS
- SPECIFICATIONS
- LEADING LESSORS

MAY 1983 VOL. 22, NO. 7

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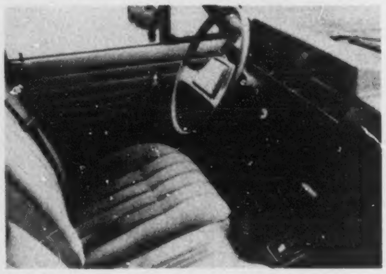

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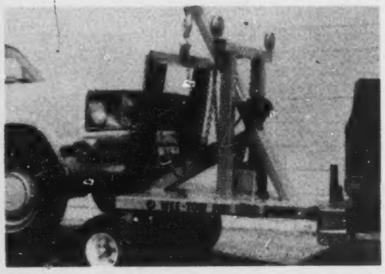

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READER UPDATE

Calendar

MAY

7-13 — Ford Authorized Leasing System, Hawaiian Village Hotel, Honolulu, Hawaii.

8-11 — National Car Rental Licensee Convention, Ramada Renaissance Hotel, Denver, CO

17-18 — NAFA Advanced Fleet Management Program, Pittsburgh, PA

31-June 4 — Thrifty Rent A Car Convention, Westin Hotel, Chicago, IL

JUNE

8-12 — Western Vehicle Leasing Association (WVLA) Convention/Exhibit, Double Tree Inn, Monterey, CA

13-15 — Electric Utilities Fleet Managers Conference, Williamsburg Lodge, Colonial Williamsburg, VA

20-22 — NAFA Basic Principles of Fleet Management, New York, NY

JULY

11-12 — Automotive World Congress, Renaissance Center, Detroit, MI

11-12 — NAFA Advanced Fleet Management Program, Salt Lake City, UT

AUGUST

22-24 — NAFA Basic Principles of Fleet Management, Los Angeles, CA

SEPTEMBER

23-24 — Automotive Fleet and Leasing Assn. (AFLA) Capitol Hilton, Washington, D.C.

26-27 — American Automotive Leasing Assn. (AALA)/Car and Truck Rental and Leasing Assn./CARALA, Capitol Hilton, Washington, D.C.

Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	112.6	136.4	122.3
Boston	118.7	129.6	131.2
Chicago	122.1	143.7	140.7
Dallas	118.0	130.5	123.9
Denver	125.5	136.3	126.9
Detroit	123.5	136.6	129.3
Indianapolis	120.4	137.3	125.4
Kansas City	124.3	131.9	123.7
Los Angeles	125.9	139.7	126.8
Minneapolis	130.8	142.0	130.1
New York City	131.6	139.5	134.9
Phoenix	118.8	135.2	122.7
Pittsburgh	121.4	134.1	124.3
San Francisco	138.0	143.3	131.7
Seattle/Tacoma	123.8	145.9	129.6
U.S.A. Average	123.9	137.0	127.4

All prices effective April, 10, 1983.

Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

1. STATISTICS

FLEET FIGURES BY TYPE AND SIZE AS OF 1/1/83

TYPE OF FLEET

Business Fleets — 25 or more cars		Total Leased
Salesman Owned	340,000	
Company Owned	228,000	
Leased by Companies (By Types of Lease)		
Finance & Management	1,525,000	1,525,000
Partial/Full Maintenance	319,000	319,000
Net/Fixed	136,000	136,000
Total Business Fleets—25+		**1,980,000**
Business Fleets — 10-24 Cars		
Owned	450,000	
Leased	288,000	**288,000**
Individually Leased	1,645,000	**1,645,000**
TOTAL FLEET LEASED		**3,913,000**

INDIVIDUAL LEASING 1/1/83

	Dealers	Indep. Lessors	Total
No. of Lessors	16,500	1,600	
No. of Individually Leased Cars	1,431,000	214,000	1,645,000
No. Fleet Leased Cars 25 or more	86,000	1,894,000	1,980,000
No. Fleet Leased Cars 10-24	55,000	233,000	288,000
			3,913,000

OTHER FLEETS

Government	500,000
Utilities	530,000
Police	223,000
Taxi	141,000
Daily Rental	457,000
Driver School	18,000
Total (Excluding Business Fleets)	**1,869,000**

NOTE:
Estimate of Number of Cars in Fleets of 4 or more 10,076,100

U.S. TRUCKS IN RENTAL AND LEASING

Daily Rental		188,000
Leasing:		
Full Service	322,000	
Finance & Management	534,000	
		856,000
Total Truck Leasing/Rental		**1,044,000**

	Daily Rental	**Leasing**
Under 10,000 GVW	21%	56%
10,000-19,501 GVW	19%	21%
Over 19,501 GVW	60%	23%

NEW FLEET VEHICLES REGISTERED

CARS — **On all accounts buying 10 or more new units each year.** — **In Thousands**

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Renting/Leasing	902	750	707	833	962	1,117	1,030	887	895	841
Commercial	216	178	150	181	205	216	211	207	215	185
R/L + Commercial	1,118	928	856	1,014	1,167	1,333	1,241	1,094	1,110	1,026
Government*	111	108	93	90	98	99	89	83	73	71
TOTAL	1,229	1,036	950	1,104	1,265	1,432	1,330	1,117	1,183	1,097

TRUCKS — **On all accounts buying 10 or more new units each year.** — **In Thousands**

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Renting/Leasing	167	145	115	148	204	242	226	181	150	150
Commercial	220	194	127	152	200	231	246	199	182	147
R/L + Commercial	387	339	242	300	404	473	472	380	332	297
Government*	78	80	76	65	73	80	86	88	70	67
TOTAL	465	419	318	365	477	553	558	468	402	364

*Excludes Federal Government

U.S. CARS IN FLEETS BY TYPE OF BUSINESS

(1972-1982)
Source: *Automotive Fleet's*
Research Dept.

TYPE OF FLEET	CARS (in Thousands)										
Business Fleets—25 or more	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Salesman Owned	392	381	373	364	357	353	350	348	345	341	340
Company Owned	223	217	209	204	198	195	208	215	222	226	228
Leased by Companies (By Types of Lease)											
Finance & Management	918	1,226	1,235	1,262	1,391	1,412	1,540	1,580	1,588	1,617	1,525
Partial/Full Maintenance	303	247	272	268	262	258	187	184	234	230	319
Net/Fixed	134	118	139	136	125	133	123	121	146	139	136
TOTAL Fleet Leased	1,355	1,591	1,646	1,666	1,778	1,303	1,850	1,885	1,968	1,986	1,980
Business Fleets—10-24 cars											
Owned	537	521	506	501	496	488	475	470	458	452	450
Leased	128	153	168	174	211	228	241	256	266	282	288
Individually Leased	925	994	1,008	1,072	1,217	1,385	1,610	1,690	1,708	1,713	1,645
Other Fleets											
Government	592	598	611	628	635	642	648	645	651	649	500
Utilities	438	467	482	497	508	518	523	529	532	537	530
Police	236	249	261	278	286	292	294	291	288	284	223
Taxi	177	182	185	193	202	202	205	207	205	198	141
Daily Rental	341	364	361	354	373	385	448	462	500	462	457
Driver School	29	27	26	25	26	26	24	21	20	19	18
TOTAL (Excluding Business Fleets)	1,813	1,887	1,926	1,975	2,030	2,065	2,142	2,155	2,196	2,149	1,869
NOTE: Number of Cars in Fleets of 4 or More	10,094	10,214	10,324	10,398	10,403	10,414	10,423	10,428	10,433	10,436	10,076

TRUCKS IN RENTAL AND LEASING (In Thousands)

Daily Rental	147	162	165	157	155	158	182	194	195	193	188
Leasing											
Full Service	348	361	373	366	354	346	340	337	334	330	322
Finance & Management	291	327	352	373	411	436	462	478	507	518	534
TOTAL—Truck Leasing	639	688	725	739	765	782	802	815	841	848	856

By GVW — 1/1/83

	Daily Rental	Leasing
Under 10,000 GVW	21%	56%
10,000-19,501 GVW	19%	21%
Over 19,501 GVW	60%	23%

FLEET REGISTRATIONS BY MONTH AND YEAR

Totals include all fleets of 10 or more units.

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
JAN	99,776	86,925	81,419	93,226	111,651	117,455	136,778	117,135	110,666	93,700
FEB	110,001	85,625	61,590	85,445	103,849	117,726	118,112	97,789	100,205	78,300
MAR	108,570	87,302	79,099	90,890	102,672	124,982	127,114	118,773	108,836	84,500
APR	96,923	93,033	74,925	105,378	116,813	125,334	127,626	113,690	102,059	96,900
MAY	104,438	91,431	87,239	114,060	122,224	128,161	129,908	105,421	113,894	104,800
JUN	133,132	89,173	93,607	115,903	134,231	143,766	126,107	104,894	124,838	117,700
JUL	110,151	81,105	76,901	91,462	96,991	126,709	112,889	83,827	94,546	95,700
AUG	78,167	55,155	49,392	60,270	78,737	98,608	82,593	65,761	70,411	66,800
SEP	46,146	77,154	50,009	50,458	65,181	72,024	37,708	58,540	80,102	65,900
OCT	102,441	92,739	101,963	91,153	102,549	117,804	96,414	82,576	88,802	81,400
NOV	130,962	109,736	85,519	106,077	133,812	148,787	104,463	128,626	111,798	110,900
DEC	169,852	134,069	113,600	160,485	175,642	183,453	160,894	160,800	117,100	138,600
Total	1,290,559	1,083,447	955,158	1,164,807	1,344,352	1,504,809	1,360,606	1,237,832	1,223,257	1,135,200

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1982 Model Year Registrations

Fleet vs. Retail

MODEL	Retail Totals	Fleet Totals	% Fleet vs Retail
New Yorker	51,757	3,726	
Continental-Mark-Versailles	81,653	26,607	
Riviera	37,636	4,522	
Cadillac	122,838	15,767	
Eldorado	47,513	6,458	
Toronado	28,269	3,443	
Imperial	2,807	92	
Total Luxury	**372,473**	**60,615**	**16.2%**
Marquis	69,784	7,626	
LeSabre/Electra	136,024	17,860	
Delta/Royale 88	212,306	30,671	
Catalina/Bonneville	13,549	822	
Diplomat	23,928	15,211	
Gran Fury	17,793	12,116	
LTD	111,131	34,733	
Impala/Caprice	150,128	44,867	
Total Standard	**710,715**	**148,695**	**20.9%**
Cordoba	16,273	1,137	
Mirada	8,073	563	
LeBaron	81,598	12,460	
Dodge 400	24,090	2,294	
Thunderbird	46,535	3,947	
Cougar	49,438	22,878	
XR-7	17,732	1,722	
Ciera	60,580	12,426	
Celebrity	50,910	10,785	
Century	52,313	11,315	
Regal	186,259	46,877	
Malibu/SW	79,698	41,938	
Monte Carlo	93,226	12,820	
Cutlass/Supreme/SW	225,849	72,420	
LeMans/SW	57,626	14,632	
Grand Prix	79,599	9,178	
Granada	109,315	36,645	
6000	28,467	4,494	
Total Intermediate	**1,291,499**	**333,742**	**25.8%**

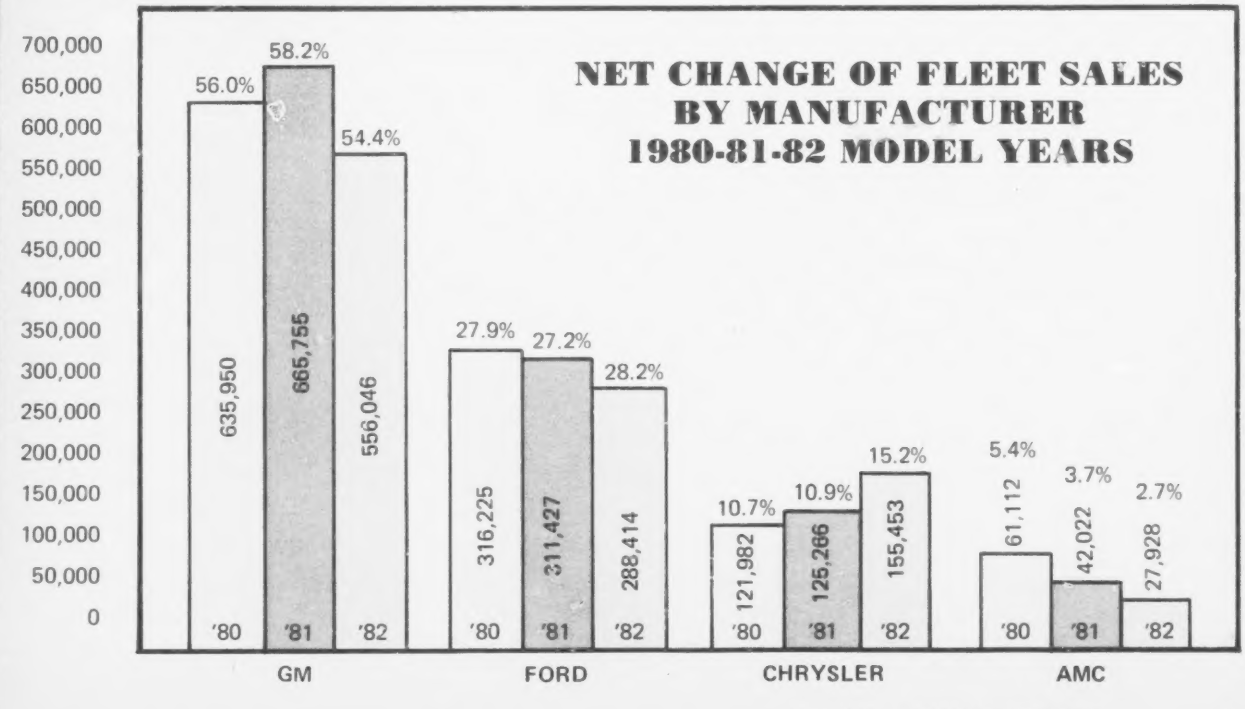
MODEL	Retail Totals	Fleet Totals	% Fleet vs Retail
Alliance	2,710	497	
Escort	313,738	41,530	
Concord	37,206	20,757	
Eagle	24,880	2,943	
Reliant	151,279	49,832	
Aries	112,761	32,097	
Fairmont	130,378	58,153	
Zephyr	40,146	20,842	
Skylark	116,465	39,015	
Citation	157,242	49,627	
Omega	63,632	15,355	
Phoenix	44,813	9,438	
Total Compact	**1,195,250**	**340,086**	**28.4%**
SX4	12,053	202	
Cavalier	106,298	13,490	
Omni	39,993	5,839	
TC3	38,776	1,697	
024	41,547	1,475	
Horizon	48,045	7,933	
EXP	44,187	1,595	
Chevette	202,427	28,541	
T-1000	49,125	2,936	
Lynx/LN-7	112,641	17,027	
Total Subcompact	**687,159**	**80,735**	**11.7%**
Champ	40,431	1,064	
Colt	41,577	1,617	
Sapporo	12,607	180	
Challenger	14,340	120	
Capri	29,956	5,211	
Mustang	115,488	14,134	
Skyhawk	27,077	2,037	
Sunbird/J2000	50,820	9,414	
Camaro	129,504	10,703	
Firebird	69,889	7,392	
Corvette	20,116	1,604	
Firenza/SW	16,309	1,163	
Cimarron/Seville	33,291	4,076	
Total Sport	**601,405**	**58,715**	**9.7%**
GMC Vans	17,612	4,123	
Total Domestic	**4,876,113**	**1,026,711**	**21.0%**
Total Import	**2,213,714**	**146,214**	**6.6%**
Total Industry	**7,089,827**	**1,172,925**	**16.5%**

Retail totals include fleet registrations.

FLEET REGISTRATIONS 1976-1982 MODEL YEAR

	1976	1977	1978	1979	1980	1981	1982
AMERICAN MOTORS	64,919 *5.4%*	53,310 *4.3%*	56,600* *4.0%*	53,668* *3.8%*	61,112* *5.4%*	42,022 *3.7%*	27,928 *2.7%*
BUICK	81,856 *6.9*	56,183 *4.4*	61,131 *4.3*	75,007 *5.3*	100,181 *8.8*	139,486 *12.2*	121,626 *11.9*
CADILLAC	34,641 *2.9*	41,207 *3.3*	46,427 *3.3*	49,175 *3.5*	30,691 *2.7*	23,626 *2.1*	26,301 *2.5*
CHEVROLET	280,014 *23.4*	289,171 *22.9*	349,762 *24.8*	377,469 *26.5*	285,758 *25.2*	262,572 *22.9*	214,275 *20.9*
CHRYSLER	25,600 *2.2*	31,500 *2.5*	43,500 *3.1*	61,253 *4.3*	28,631 *2.5*	20,730 *1.8*	17,415 *1.7*
DODGE	77,800 *6.5*	94,900 *7.5*	95,600 *6.8*	75,859 *5.3*	42,647 *3.7*	46,723 *4.1*	59,216 *6.0*
FORD	265,200 *22.2*	267,300 *21.1*	310,622 *22.0*	281,078 *19.7*	239,354 *21.1*	213,801 *18.7*	186,500 *18.3*
LINCOLN-MERCURY	106,690 *8.9*	132,539 *10.5*	137,952 *9.8*	138,805 *9.7*	76,871 *6.8*	97,626 *8.5*	101,914 *10.0*
OLDSMOBILE	98,925 *8.3*	110,956 *8.8*	110,352 *7.8*	129,824 *9.1*	140,478 *12.4*	165,738 *14.5*	135,478 *13.2*
PLYMOUTH	112,800 *9.4*	125,200 *9.9*	111,300 *7.9*	70,497 *5.0*	50,704 *4.5*	57,813 *5.0*	78,822 *7.1*
PONTIAC	46,657 *3.9*	61,093 *4.8*	86,923 *6.2*	111,172 *7.8*	78,842 *6.9*	74,333 *6.5*	58,366 *5.7*
DOMESTIC TOTAL *PERCENTAGE TOTAL*	1,195,102 *100%*	1,264,359 *100%*	1,410,177 *100%*	1,423,807 *100%*	1,135,269 *100%*	1,144,470 *100%*	1,021,841 *100%*

Basic registration data is furnished by each manufacturer, and they may use differing bases.
*Includes Jeep



NET CHANGE OF FLEET SALES BY MANUFACTURER 1980-81-82 MODEL YEARS

SIZE AND MODEL CARS PURCHASED BY MAJOR LEASING COMPANIES
1982 vs. 1981

SIZE AND MODEL
(In Percent)

COMPANY	YEAR	**Standard** Chevrolet Delta 88 Diplomat LTD Grand Fury LeSabre Marquis	**Large** Buick Cadillac Continental Olds 98 New Yorker	**Intermediate** Bonneville Century Cordoba Cougar Cutlass Granada Grand Prix LeBaron Malibu Mirada Monte Carlo Regal Thunderbird XR-7 Celebrity Ciera 6000 Century	**Compact** Aries Citation Eagle Fairmont Omega Phoenix Reliant Skylark Zephyr	**Subcompact** Capri Cavalier Escort EXP Horizon J2000 Lynx Mustang Omni T1000	**Imports** All Foreign- Made Cars
AVIS	1982	8.5	7.5	62.1	16.7	3.1	2.1
	1981	11.1	8.2	60.9	14.8	2.9	2.1
AUTOMOTIVE RENTALS, INC.	1982	6.5	7.3	43.3	38.5	3.0	1.4
	1981	6.0	3.0	46.0	39.0	5.0	1.0
DART & KRAFT PORTFOLIO	1982	5.0	4.0	39.0	44.0	7.0	1.0
	1981	4.3	6.2	43.8	40.8	4.1	.8
GELCO	1982	6.0	2.0	31.0	53.1	7.0	.9
	1981	6.5	5.9	27.2	40.8	8.8	.8
HERTZ	1982	6.0	2.0	38.0	42.0	4.0	8.0
	1981	6.0	2.0	45.0	35.0	7.0	5.0
LEASEWAY TRANSPORTATION	1982	(13.0)		37.0	45.0	5.0	––
	1981	(11.0)		35.0	51.0	3.0	––
LEND-LEASE TRANSPORTATION	1982	11.0	8.0	28.0	47.0	2.0	4.0
	1981	8.0	7.0	31.0	46.0	3.0	5.0
COMMERCIAL CREDIT/McCullagh	1982	15.2	6.6	43.6	25.0	6.3	3.3
	1981	8.9	5.2	40.4	25.2	17.4	2.9
PETERSON, HOWELL & HEATHER	1982	5.0	1.4	32.9	54.7	5.8	.2
	1981	3.0	3.4	41.8	47.4	3.8	.6
U.S. FLEET LEASING	1982	20.0	4.0	36.0	35.0	4.0	1.6
	1981	23.0	3.0	31.0	39.0	3.0	1.0
WHEELS	1982	11.4	1.5	46.8	37.3	2.1	.9
	1981	10.0	4.0	49.0	35.0	1.8	1.2

(Combines both standard and large)

AALA FLEET COSTS SURVEY FOR CLOSED END LEASES

COMPARATIVE STATEMENT OF AVERAGE PER UNIT PER MONTH COSTS YEARS 1982 and 1981

OPERATING COSTS:	1982	1981	Increase (Decrease) Amount	Increase (Decrease) Percentage	Percentage of Total
Depreciation	$169.18	$160.33	$ 8.85	5.5%	65.6%
Repairs and maintenance	33.19	33.57	(.38)	(1.1)	(2.8)
Insurance	14.82	12.93	1.89	14.6	14.0
License tags and taxes	7.84	8.26	(.42)	(5.1)	(3.1)
Interest	63.92	62.56	1.36	2.2	10.1
Delivery	1.67	1.84	(.17)	9.2	(1.3)
Total Operating Costs	290.62	279.49	11.13	4.0	82.5
General and administrative	29.70	27.33	2.37	8.7	17.5
Total Costs	$320.32	$306.82	$13.50	4.4%	100.0%

	1982	1981	1980	1979	1978	1977	1976	1975
Total costs per month	$320.32	$306.82	$276.29	$247.98	$228.31	$212.01	$198.67	$193.95
Average months in operation	28.1	27.3	27.4	26.6	26.3	26.1	26.0	24.6
Average annual mileage	34,646	31,894	34,591	28,952	30,609	28,568	26,000	31,185

Composition Of The AALA Fleet

	Standard Models %	Intermediate Models %	Compact Models %	Air Conditioning %	Chevrolet %	Ford %	Chrysler %	Pontiac %	Oldsmobile %	Buick %	Cadillac %	Others %	Percent of Chev., Ford & Ply. in Fleets
Averages – 1982	23	51	26	94	32	11	5	8	18	12	3	11*	49
Averages – 1981	23	51	26	96	32	15	2	5	18	13	3	12*	49
Averages – 1980	32	48	20	96	40	15	1	6	14	9	2	13	56
Averages – 1979	45	43	12	98	42	20	2	6	8	7	3	12	64
Averages – 1978	48	44	8	93	44	16	3	4	9	4	6	14	63
Averages – 1977	45	47	8	95	38	27	3	3	6	6	3	14	68
Averages – 1976	46	48	6	95	36	25	3	3	10	10	3	10	64
Averages – 1975	53	40	7	94	41	26	3	2	7	11	2	8	70

Used Car Disposition

	RECONDITIONING		DISPOSITION					
	% of AALA Members Doing Recon.	Average Amount	New Car Dealer Sales	New Car Dealer Trades	Used Car Dealers	Auctions	Lessee Employees	Other/Retail
1982	66%	$224	8%	–	46%	16%	16%	14%
1981	80%	$241	6%	4%	46%	13%	16%	20%
1980	57%	$218	7%	1%	43%	20%	20%	9%
1979	60%	$185	5%	2%	51%	21%	12%	9%
1978	61%	$170	11%	1%	43%	19%	14%	12%
1977	65%	$147	10%	1%	48%	14%	18%	9%
1976	65%	$169	5%	2%	55%	15%	16%	7%
1975	75%	$195	12%	1%	55%	14%	12%	6%

*Indicates others/foreign

Source: AALA Survey

Circle 235 on Inquiry Card

1983 EPA RATINGS

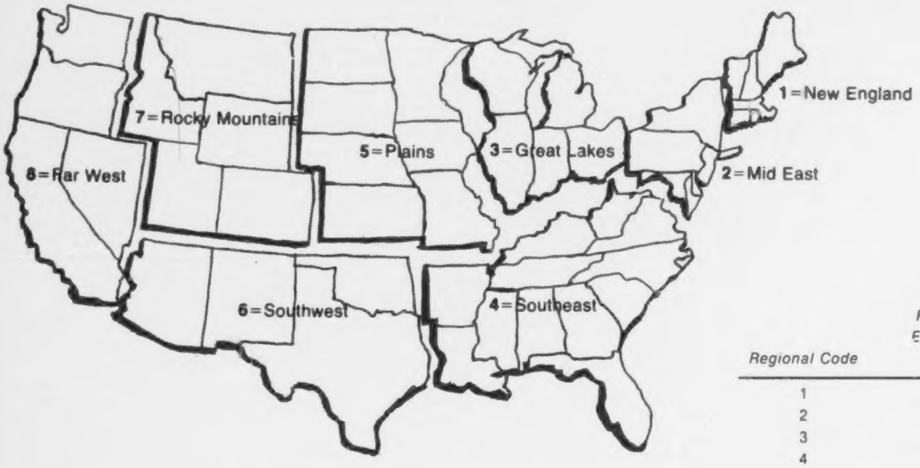
Make & Model	Engine Description*	Trans.	MPG
AMERICAN MOTORS			
Concord	258/6	M-4	21
Concord Wgn.	258/6	M-4	21
Eagle SX/4	151/4	M-4	22
Spirit	258/6	M-4	21
BUICK			
Century 2 Dr.	151(2.5L)/4	A-3	24
Electra 2 Dr.	252(4.1L)/6	A-4	18
LeSabre 2 Dr.	231(3.8L)/6	A-3	18
LeSabre/Electra Wgn.	307(5.0L)/8	A-4	18
Regal	231(3.8L)/6	A-3	20
Riviera	252(4.1L)/6	A-4	17
Skyhawk 2 Dr.	110(1.8L)/4	M-5	28
Skylark 2 Dr.	151(2.5L)/4	M-4	27
CADILLAC			
Eldorado 2 Dr.	249(4.1L)/8	A-4	17
Seville 4 Dr.	249(4.1L)8	A-4	17
Cimarron 4 Dr.	121(2.0L)/4	M-5	25
CHEVROLET			
Camaro 2 Dr.	151(2.5L)/4	M-5	24
Caprice Wgn.	305(5.0L)/8	A-4	18
Cavalier 2 Dr.	121(2.0L)/4	M-4	26
Cavalier Wgn.	121(2.0L)/4	M-4	26
Celebrity 2 Dr.	151(2.5L)/4	A-3	24
Chevette	98(1.6L)/4	A-3	27
Citation 2 Dr.	151(2.5L)/4	M-4	27
Impala Caprice	231(3.8L)/6	A-3	18
Malibu 2 Dr.	231(3.8L)/6	A-3	20
Malibu Wgn.	231(3.8L)/6	A-3	20
Monte Carlo 2 Dr.	231(3.8L)/6	A-3	20
CHRYSLER			
Cordoba 2 Dr.	255/6	A-3	18
New Yorker 4 Dr.	135(2.2L)/4	A-3	24
Imperial	318/8	A-3	16
LeBaron 2 Dr.	135(2.2L)/4	M-5	26
LeBaron Conv.	135(2.2L)/4	A-3	26
DODGE			
Aries S 2 Dr.	135(2.2L)/4	M-4	26
Colt Hbk.	86/4	M-4	38
Diplomat	225/6	A-3	18
Mirada	225/6	A-3	18
Omni Hbk.	97(1.6L)/4	M-4	33
400 2 Dr.	135(2.2L)4	M-5	26
FORD			
Escort Hbk.	98(1.6L)/4	M-4	29
Escort Wgn.	98(1.6L)/4	M-4	28
EXP	96(1.6L)/4	M-4	28
Fairmont	140(2.3L)/4	M-4	24
LTD 4 Dr.	140(2.3L)/4	M-4	24
LTD Crown Vic	302(5.0L)/8	A-4	16
LTD Crown Vic Wgn.	302(5.0L)/8	A-4	16
LTD Wgn.	200(3.3L)/6	A-3	19
Mustang	140(2.3L)/4	M-4	24
Thunderbird 2 Dr.	231(3.8L)/6	A-3	20

Make & Model	Engine Description*	Trans.	MPG
LINCOLN			
Mark VI	302(5.0L)/8	A-4	16
Town Car	302(5.0L)/8	A-4	16
MERCURY			
Capri	140(2.3L)/4	M-4	24
Cougar 2 Dr.	231(3.8L)/6	A-3	20
Grand Marquis	302(5.0L)/8	A-4	16
LN7	98(1.6L)/4	M-4	28
Lynx Hbk.	98(1.6L)/4	M-4	29
Lynx Wgn.	98(1.6L)/4	M-4	28
Marquis 4 Dr.	140(2.3L)/4	M-4	24
Marquis Wgn.	200(3.3L)/6	A-3	19
Zephyr 2 Dr.	140(2.3L)/4	M-4	24
OLDSMOBILE			
Custom Crus. Wgn.	307(5.0L)/8	A-4	16
Ciera 2 Dr.	151(2.5L)/4	A-3	24
Cutlass Supreme	231(3.8L)/6	A-3	20
Delta 88	231(3.8L)/6	A-3	18
98 2 Dr.	252(4.1L)/6	A-4	18
Omega 2 Dr.	151(2.5L)/4	M-4	27
Toronado 2 Dr.	252(4.1L)/6	A-4	27
PLYMOUTH			
Gran Fury 4 Dr.	225/6	A-3	18
Horizon Hatchback	97(1.6L)/4	M-4	33
Reliant 2 Dr.	135(2.2L)/4	M-4	26
PONTIAC			
Bonneville 4 Dr.	231(3.8L)/6	A-3	20
Bonneville Wgn.	231 (3.8L)/6	A-3	20
Firebird 2 Dr.	151(2.5L)/4	M-5	24
Gran Prix 2 Dr.	231(3.8L)/6	A-3	20
Phoenix 2 Dr.	151(2.5L)/4	M-4	27
1000 Hbk.	98(1I6L)/4	M-5	27
2000 2 Dr.	110(1.8L)/4	M-5	28
6000 2 Dr.	151(2.5L)/4	A-3	24
NISSAN/DATSUN			
Stanza Hbk.	120/4	M-5	29
280ZX	168/6	M-5	21
200SX 2 Dr.	133/4	M-5	27
TOYOTA			
Celica 2 Dr.	144(2.4L)/4	M-5	25
Corolla 2 Dr.	97(1.6L)/4	M-4	36
Cressida 4 Dr.	168(2.8L)/6	M-5	21
VOLKSWAGEN			
Quantum 4 Dr.	105/4	M-4	29
Rabbit	105/4	M-4	31
Scirocco Hbk.	105/4	M-5	29
PEUGEOT			
504 Wgn.	141(230cc)/4	M-4	27
505 4 Dr.	120(197.1cc)/4	M-5	22
604 4 Dr.	141(230.4cc)/4	M-5	28

* Size listed by liters (L) or cubic centimeters (cc) where available.

Source — U. S. Department of Energy

FLEET CAR OPERATING COSTS BY REGION



Regional Code	*Running Expenses ¢/mile*	*Standing Expenses $/Month*
1	8.50	259.38
2	9.69	259.23
3	8.62	265.99
4	8.82	263.69
5	8.47	254.39
6	9.50	264.93
7	9.47	263.34
8	9.73	280.27
USA	**9.02**	**260.41**

Notes: Running expenses are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. Standing expenses are incurred whether or not the car is used, and include such fixed costs as interest, insurance, and license fees. Data cover leased and company-owned cars and apply to a 6-cylinder Malibu model.

Source: Peterson Howell & Heather, Inc. Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

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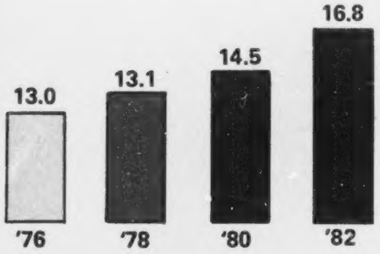
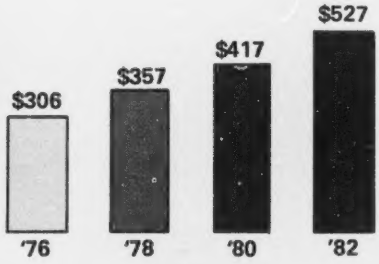
U.S. DAILY RENTAL MARKET PROFILE

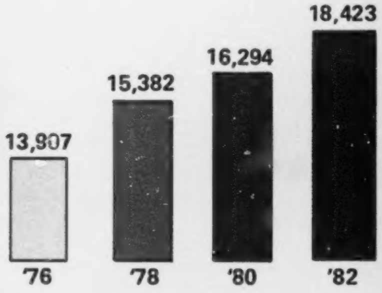
POSITION	COMPANY (Incl. Franchises)	TOTAL MARKET NO. CARS	TOTAL MARKET '82 REVENUE	AIRPORT % MARKET SHARE 1981	AIRPORT % MARKET SHARE 1982
1	Hertz	135,000	$ 710,000,000	35%	37%
2	Avis	100,000	525,000,000	25%	25%
3	National	78,000	400,000,000	20%	18%
4	Budget	76,000	375,000,000	12%	14%
5	Dollar	38,000	200,000,000	3%	3%
	All others (incl. off-airport)	30,000	100,000,000	5%	3%
	TOTALS	457,000	$2,300,000,000	100%	100%



Avg. Age of Cars
At Replacement (Mos.)



Avg. Revenue/
Mo./Car



Avg. Yearly Mileage
Operated/Car

Source: Automotive Fleet Research Department

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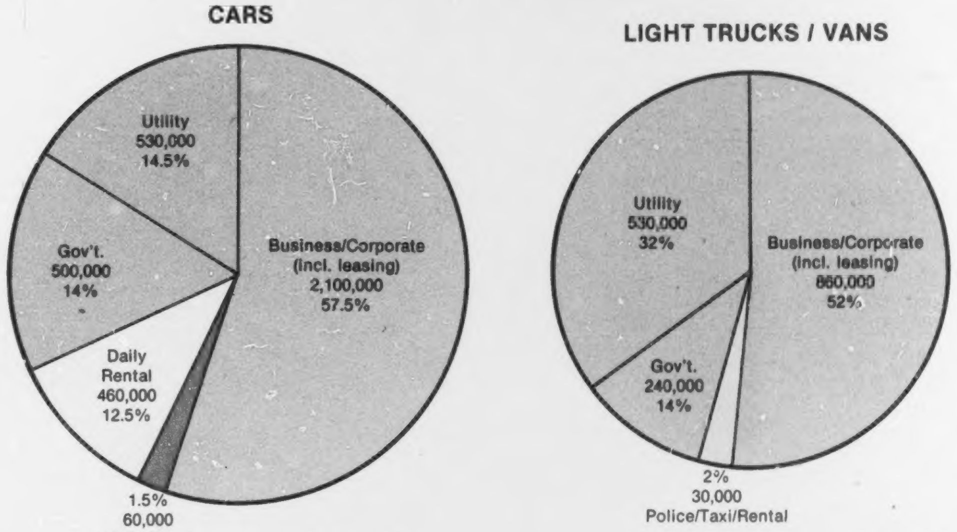
COMPOSITION OF THE *AUTOMOTIVE FLEET* CAR & LIGHT TRUCK/VAN FLEET/LEASING MARKET



TOTAL: 3,650,000
Avg. Annual Mileage — 28,100
Avg. Trade-in Time — 32.2 mos.

TOTAL: 1,660,000
Avg. Annual Mileage — 19,543
Avg. Trade-in Time — 61.5 mos.

Note: Figures and percentages very nearly represent universal profile except for Police and Taxi.

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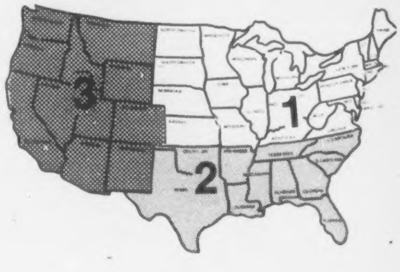
Circle 129 on Inquiry Card

Used Cars



The following are average used car prices for the period ending March 30, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
81 AMC SPIRIT			
D/L Cpe	3408	3442	3374
80 AMC SPIRIT			
D/L Cpe	2751	2780	2724
Wgn	2816	2844	2788
81 AMC CONCORD			
Sdn 6-4	3749	3788	3713
Sta Wgn 30	3974	3987	3908
80 AMC CONCORD			
Sdn6 4 Dr	3097	3129	3067
Sta Wgn	3283	3316	3250
81 BUICK SKYLARK			
Sdn	4421	4463	4377
81 BUICK REGAL			
Turbo Cpe	6045	6106	5984
Cpe	5747	5808	5691
80 BUICK REGAL			
Turbo Cpe	5211	5260	5159
Cpe	4964	5016	4914
81 BUICK LESABRE			
Sdn	5714	5771	5658
80 BUICK LESABRE			
Sdn	4485	4528	4439
81 CADILLAC			
Cpe DeVille	9148	9238	9057
Sdn DeVille	9088	9181	8999
80 CADILLAC			
Cpe DeVille	7897	7975	7817
Sdn DeVille	7800	7876	7720
81 CHEVY			
Chvt Htchbk	3012	3041	2982
Camaro Cpe8	5762	5820	5705
80 CHEVY			
Chvt Htchbk	2451	2476	2425
Camaro Cpe8	4888	4936	4840
81 CHEVY CITATION			
Cpe 6	3757	3794	3717
80 CHEVY CITATION			
Sdn Htchbk	3233	3264	3199
81 CHEVY MALIBU			
Cpe	4569	4614	4523
Sdn	4491	4536	4446
Clas Cpe	4839	4887	4789
80 CHEVY MALIBU			
Cpe	3709	3746	3671
Sdn	3630	3667	3595
Clas Cpe	4015	4054	3974
81 CHEVY MONTE CARLO			
Cpe	5456	5513	5401
80 CHEVY MONTE CARLO			
Cpe	4609	4655	4565
81 CHEVY IMPALA			
Sdn	5068	5119	5017
Cpe	5091	5142	5042
Imp Wgn 9	5226	5278	5173
80 CHEVY IMPALA			
Sdn	4162	4203	4120
Cpe	4175	4217	4134
Est Wgn 9	4903	4951	4854
81 CHRYSLER			
Npt Sdn	5266	5316	5213
80 CHRYSLER			
Npt Sdn	4110	4151	4069
81 DODGE OMNI			
4 Dr Htchbk	3131	3163	3098
80 DODGE OMNI			
4 Dr Htchbk	2868	2898	2842
81 DODGE ARIES			
Sdn	4409	4451	4365
St Wgn	4692	4738	4644
80 DODGE ASPEN			
Sdn 6	3085	3117	3056
81 DODGE DIPLOMAT			
Sln Cpe	4584	4628	4537
Sln Sdn	4584	4628	4537
80 DODGE DIPLOMAT			
Cpe	3706	3742	3669
Sdn	3706	3742	3669
80 FORD PINTO			
Cpe	2108	2129	2088
Sta Wgn	2286	2310	2265
81 FORD FAIRMONT			
Sdn 4 Dr	3682	3720	3645
80 FORD FAIRMONT			
Sdn 4 Dr	2976	3007	2946
81 FORD MUSTANG			
Cpe 4	4053	4092	4013
80 FORD MUSTANG			
Cpe 4	3326	3358	3292
81 FORD GRANADA			
Sdn 8-L	4435	4379	4291
80 FORD GRANADA			
Sdn 8	3345	3378	3314
81 FORD LTD			
Sdn	5223	5274	5170
80 FORD LTD			
Sdn	4148	4190	4109
81 FORD ESCORT			
Sdn 4 Dr	3408	3443	3375
81 FORD CROWN VIC			
Sdn	5745	5801	5686
80 FORD CROWN VIC			
Sdn	4571	4618	4527
81 FORD THUNDERBIRD			
Cpe	5448	5502	5394
80 FORD THUNDERBIRD			
Cpe	4551	4597	4505
81 LINCOLN CONTINENTAL			
Sdn	11224	11336	11111
Mark VI	11224	11336	11111
80 LINCOLN CONTINENTAL			
Sdn	9302	9395	9208
Mark VI	9347	9442	9208
81 MERCURY ZEPHYR			
Sdn 2 Dr	3716	3755	3680
80 MERCURY MONARCH			
Sdn	3377	3415	3345
81 MERCURY MARQUIS			
Sdn	5470	5523	5416
80 MERCURY MARQUIS			
Cpe	4375	4416	4330
Sdn	4354	4399	4313
Wgn-2	4426	4472	4384
81 OLDS CUTLASS			
Sdn	5419	5471	5362
Sup Cpe	5747	5808	5691
80 OLDS CUTLASS			
Cpe Sln	4096	4136	4054
Sup Cpe	4970	5022	4921
81 OLDS DELTA			
Sdn	5714	5771	5658
Cpe	5738	5794	5678
80 OLDS DELTA			
Sdn	4499	4543	4453
Cpe	4523	4568	4477
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3340	3375	3307
80 PLYMOUTH VOLARE			
Cpe	3069	3101	3039
Sdn	3069	3101	3039
81 PLYMOUTH RELIANT			
Cpe	4387	4432	4342
81 PONTIAC FIREBIRD			
Cpe 8	5817	5873	5756
81 PONTIAC LEMANS			
Cpe 8	4752	4799	4704
81 PONTIAC PHOENIX			
Cpe 6	4306	4349	4263
81 PONTIAC CATALINA			
Sdn	5304	5356	5252
Bonneville Sdn	5855	5912	5794
81 VOLKSWAGEN RABBITT			
Cpe	3684	3721	3646
81 VOLKSWAGEN SCIROCCO			
Cpe	5912	5972	5853
80 VOLKSWAGEN RABBITT			
Cpe	3088	3120	3056
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3269	3301	3236
510 2 Dr	4014	4054	3974
810 Sdn 4 Dr	6079	6140	6017
80 DATSUN			
210 Std 2 Dr	2759	2786	2731
510 2 Dr	3430	3465	3396
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	3522	3558	3488
Celica St Spt Cpe	4564	4610	4518
Corona Sdn 4 Dr	4428	4473	4384
80 TOYOTA			
Corolla 2 Dr Sdn	3041	3071	3010
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3686	3723	3649

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On our cover: Chrysler Corp. execs, John B. Naughton, Sr., executive vice president of sales and marketing, and Harold L. Barton, general manager of fleet operations, pose beside their company's innovative and aerodynamic new van/wagons — the Plymouth Voyager and Dodge Caravan.

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Automotive Fleet's Seventh Annual Fleet Dealer Awards

MAKE	FLEET SALES MANAGER	DEALERSHIP	LOCATION	UNITS SOLD
CHEVROLET	Bill Wink III	Wink Chevrolet	Dearborn, MI	12,02[illegible]
	Jack Evans	Ed Morse Chevrolet	Lauderhill, FL	7,94[illegible]
	Joe Cavalen	Big Bast Chevrolet	Seaford, NY	2,80[illegible]
BUICK	Murray Helt	Stillman & Hoag Buick	Englewood, NJ	9,753
	Robert Brest	Bob Brest Buick	Lynn, MA	5365
	Lew Samuels	Larry Buick	Long Island, NY	3,694
OLDSMOBILE	Mark Rosenstock	Dale Oldsmobile	Bronx, NY	11,344
	Tom Mourning	Ray Oldsmobile	Park Ridge, IL	7,518
	Thomas C. Scolan	Weil Oldsmobile	Libertyville, IL	7,226
PONTIAC	Walt Kozak	Penn Pontiac	Baltimore, MD	6,298
	Donna Janazzo	Stephen Pontiac/Cad.	Bristol, CT	2,440
	Chuck Gordon	Grossinger Pontiac	Skokie, IL	2,043
CADILLAC	Evelyn DeMarco	Polkowitz Cadillac	Perth Amboy, NJ	3,203
	Jack Evans	Bayview Cadillac	Ft. Lauderdale, FL	1,180
	Deedee Wolan	Potamkin Cadillac	New York, NY	1,077
FORD	Bill Bower	Friendly Ford	No. Miami Bch., FL	10,650
	Milo Matick	Al Piemonte Ford	Melrose Park, IL	8,179
	Chuck Price	Marshall Motor Co.	Mayfield Hts., OH	7,900
LINCOLN/ MERCURY	Bill Allen	Holiday Linc/Merc	Fort Worth, TX	2,970
	Jeannie Kerner	O'Connor Linc/Merc	Los Angeles, CA	2,652
	John W. Bean	Central Florida L/M	Orlando, FL	2,504
CHRYSLER/ PLYMOUTH	Bob Haller	Bloomington C/P	Bloomington, MN	1,970
	Jim Berkeley	Elmhurst C/P	Elmhurst, IL	1,651
	Marty Harris	Walton-on Dempster	Skokie, IL	1,300
DODGE	Jack Taylor	Luke Potter Dodge	Winter Park, FL	3,072
	Shirley Rupp	Olympia Dodge	Des Plaines, IL	1,075
	Manny Tores	Gulf Coast Dodge	Houston, TX	868
AMERICAN MOTORS	Steven Katz	Kayson AMC/ Jeep/Renault	Croton-Hudson, NY	1,260
	Harvey Lipman	Lipman Motors, Inc.	Hartford, CT	1,057
	Ronald Smith	Ronald Smith AMC/ Jeep/Renault	Merced, CA	607
DATSUN	Donna Janazzo	Stephen Datsun	Bristol, CT	1,367
	Tom Cundiff	Independence Datsun	Charlotte, NC	999
	Tony Sabatino	Action Datsun, Inc.	Kissimmee, FL	980
TOYOTA	Orval Paul	Norwalk Toyota	Norwalk, CA	1,790
	Jerry Bean	Kendall Toyota/ Chrysler	Miami, FL	1,710
	Dominick Longo	Longo Toyota	El Monte, CA	1,559
			36 Top Dealers—**TOTAL**	**140,078**

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1. 1983 Model Year Fleet Calendar — $2.50
2. Eleventh Biennial Lease/Rental Survey — 60 cents
3. 1983 Fleet Car Specifications — 60 cents
4. State Automobile Insurance, Registration and Tax Facts Chart — 60 cents

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READER UPDATE

Calendar

JUNE

8-9 — Cost Effective Maintenance of Fleet Vehicles, College of Engineering, University of Missouri-Columbia, St. Louis, MO.

8-9 — Independent Automotive Damage Appraisers Assoc., Michigan Inn, Southfield, MI.

8-12 — Western Vehicle Leasing Association (WVLA) Convention/Exhibit, Double Tree Inn, Monterey, CA

13-15 — Electric Utilities Fleet Managers Conference, Williamsburg Lodge, Colonial Williamsburg, VA

20-22 — NAFA Basic Principles of Fleet Management, New York, NY

JULY

11-12 — Automotive World Congress, Renaissance Center, Detroit, MI

11-12 — NAFA Advanced Fleet Management Program, Salt Lake City, UT

AUGUST

22-24 — NAFA Basic Principles of Fleet Management, Los Angeles, CA.

SEPTEMBER

12-13 — Cost Effective Maintenance of Fleet Vehicles, College of Engineering, University of Missouri-Columbia, Kansas City, MO.

23-24 —Automotive Fleet and Leasing Assn. (AFLA) Captiol Hilton, Washington, D.C.

26-27 — American Automotive Leasing Assn. (AALA), Car and Truck Rental Assn., Conference of American Rental and Leasing Associations (CARALA). Capitol Hilton, Washington, D.C.

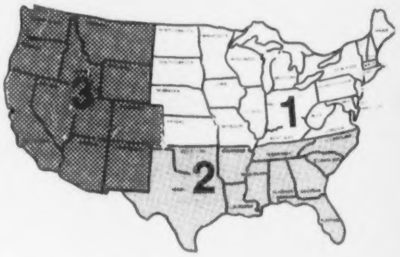
Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	122.2	135.4	122.3
Boston	118.4	127.3	130.9
Chicago	121.9	142.8	140.4
Dallas	117.9	130.2	123.6
Denver	125.1	135.8	126.9
Detroit	123.2	136.4	129.0
Indianapolis	120.0	137.1	125.2
Kansas City	124.1	131.3	123.3
Los Angeles	125.5	138.9	126.7
Minneapolis	130.1	141.4	129.9
New York City	131.4	139.1	134.8
Phoenix	118.3	134.6	122.3
Pittsburgh	121.1	133.7	124.1
San Francisco	136.2	140.6	129.2
Seattle/Tacoma	121.9	143.4	129.2
U.S.A. Average	123.6	136.2	127.1

All prices effective May 14, 1983
Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

PRICING UPDATE

Used Cars



The following are average car prices for the period ending May 4, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
81 AMC SPIRIT			
D/L Cpe	3425	3459	3391
80 AMC SPIRIT			
D/L Cpe	2765	2794	2737
Wgn	2830	2858	2802
81 AMC CONCORD			
Sdn 6-4	3805	3845	3769
Sta Wgn 30	4006	4047	3554
80 AMC CONCORD			
Sdn6 4 Dr	3128	3161	3097
Sta Wgn	3315	3350	3282
81 BUICK SKYLARK			
Sdn	4368	4409	4324
81 BUICK REGAL			
Turbo Cpe	6197	6260	6135
Cpe	5891	5954	5834
80 BUICK REGAL			
Turbo Cpe	5342	5393	5289
Cpe	5089	5142	5037
81 BUICK LESABRE			
Sdn	5875	5934	5818
80 BUICK LESABRE			
Sdn	4598	4642	4551
81 CADILLAC			
Cpe DeVille	9239	9331	9148
Sdn DeVille	9179	9273	9089
80 CADILLAC			
Cpe DeVille	8055	8135	7974
Sdn DeVille	7957	8034	7875
81 CHEVY			
Chvt Htchbk	3012	3041	2982
Camaro Cpe8	5878	5937	5820
80 CHEVY			
Chvt Htchbk	2475	2500	2449
Camaro Cpe 8	5010	5060	4961
81 CHEVY CITATION			
Cpe 6	3700	3737	3662
80 CHEVY CITATION			
Sdn Htchbk	3185	3215	3151
81 CHEVY MALIBU			
Cpe	4606	4651	4560
Sdn	4527	4573	4481
Clas Cpe	4927	4976	4875
80 CHEVY MALIBU			
Cpe	3739	3776	3700
Sdn	3659	3696	3624
Clas Cpe	4047	4086	4006
81 CHEVY MONTE CARLO			
Cpe	5594	5652	5537
80 CHEVY MONTE CARLO			
Cpe	4725	4773	4680
81 CHEVY IMPALA			
Sdn	5195	5248	5143
Cpe	5219	5271	5169
Imp Wgn 9	5357	5411	5304
80 CHEVY IMPALA			
Sdn	4245	4287	4203
Cpe	4259	4301	4217
Est Wgn 9	4370	4413	4325

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
81 CHRYSLER			
Npt Sdn	5346	5396	5291
80 CHRYSLER			
Npt Sdn	4180	4222	4139
81 DODGE OMNI			
4 Dr Htchbk	3288	3323	3256
80 DODGE OMNI			
4 Dr Htchbk	2825	2855	2800
81 DODGE ARIES			
Sdn	4356	4398	4312
St Wgn	4636	4682	4589
80 DODGE ASPEN			
Sdn 6	3116	3149	3086
81 DODGE DIPLOMAT			
Sln Cpe	4639	4683	4592
Sln Sdn	4639	4683	4592
80 DODGE DIPLOMAT			
Cpe	3744	3780	3705
Sdn	3744	3780	3705
80 FORD PINTO			
Cpe	2076	2097	2057
Sta Wgn	2252	2275	2231
81 FORD FAIRMONT			
Sdn 4 Dr	3700	3738	3663
80 FORD FAIRMONT			
Sdn 4 Dr	2973	3004	2943
81 FORD MUSTANG			
Cpe 4	4057	4096	4017
80 FORD MUSTANG			
Cpe 4	3319	3351	3285
81 FORD GRANADA			
Sdn 8-L	4396	4441	4351
80 FORD GRANADA			
Sdn 8	3338	3371	3307
81 FORD LTD			
Sdn	5354	5407	5300
80 FORD LTD			
Sdn	4231	4274	4192
81 FORD ESCORT			
Sdn 4 Dr	3340	3374	3307
81 FORD CROWN VIC			
Sdn	5889	5947	5829
80 FORD CROWN VIC			
Sdn	4663	4710	4618
81 FORD THUNDERBIRD			
Cpe	5557	5613	5502
80 FORD THUNDERBIRD			
Cpe	4629	4675	4582
81 LINCOLN CONTINENTAL			
Sdn	11302	11416	11189
Mark VI	11302	11416	11189
80 LINCOLN CONTINENTAL			
Sdn	9461	9555	9365
Mark VI	9506	9603	9410
81 MERCURY ZEPHYR			
Sdn 2 Dr	3734	3774	3698

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
80 MERCURY MONARCH			
Sdn	3370	3408	3338
81 MERCURY MARQUIS			
Sdn	5619	5673	5563
80 MERCURY MARQUIS			
Cpe	4485	4527	4439
Sdn	4463	4510	4422
Wgn-2	4537	4584	4495
81 OLDS CUTLASS			
Sdn	5555	5609	5497
Sup Cpe	5891	5954	5834
80 OLDS CUTLASS			
Cpe Sln	4199	4240	4156
Sup Cpe	5095	5148	5045
81 OLDS DELTA			
Sdn	5875	5934	5818
Cpe	5898	5957	5838
80 OLDS DELTA			
Sdn	4612	4657	4565
Cpe	4637	4683	4589
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3950	3989	3910
80 PLYMOUTH VOLARE			
Cpe	3099	3133	3069
Sdn	3099	3133	3069
81 PLYMOUTH RELIANT			
Cpe	4334	4379	4290
81 PONTIAC FIREBIRD			
Cpe 8	5934	5991	5872
81 PONTIAC LEMANS			
Cpe 8	4790	4837	4742
81 PONTIAC PHOENIX			
Cpe 6	4254	4297	4212
81 PONTIAC CATALINA			
Sdn	5438	5490	5384
Bonneville Sdn	6002	6061	5940
81 VOLKSWAGEN RABBIT			
Cpe	3500	3535	3464
81 VOLKSWAGEN SCIROCCO			
Cpe	5735	5793	5677
80 VOLKSWAGEN RABBIT			
Cpe	2903	2933	2873
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3040	3070	3009
510 2 Dr	3934	3973	3895
810 Sdn 4 Dr	5957	6017	5897
80 DATSUN			
210 Std 2 Dr	2566	2591	2540
510 2 Dr	3327	3361	3294
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	3840	3878	3801
Celica St Spt Cpe	4473	4518	4428
Corona Sdn 4 Dr	4339	4384	4296
80 TOYOTA			
Corolla 2 Dr Sdn	2980	3010	2950
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	2774	2802	2747

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july 1983

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR
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C 1575-2A 7/83

Managing the Small Fleet

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FLEET 83
A GUIDE TO CAR LEASING FROM HERTZ
KEEPING A FINGER ON COSTS
Hertz

- Limo Review
- Rental Market Share

JULY 1983 VOL. 22, NO. 9

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On our cover: Janice DiSanto serves as fleet manager and assistant to the president of Morgan-Grampian Publishing.

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Calendar

JULY

11-12 — Automotive World Congress, Renaissance Center, Detroit, MI

11-12 — NAFA Advanced Fleet Management Program, Salt Lake City, UT

AUGUST

7-10 — Law Enforcement Section, National Association of Fleet Administrators, Hyatt Regency Hotel, Flint, MI.

22-24 — NAFA Basic Principles of Fleet Management, Los Angeles, CA.

SEPTEMBER

12-13 — Cost Effective Maintenance of Fleet Vehicles, College of Engineering, University of Missouri-Columbia, Kansas City, MO.

23-24 —Automotive Fleet and Leasing Assn. (AFLA) Capitol Hilton, Washington, D.C.

26-27 — American Automotive Leasing Assn. (AALA), Car and Truck Rental Assn., Conference of American Rental and Leasing Associations (CARALA). Capitol Hilton, Washington, D.C.

OCTOBER

1-6 — International Association of Chiefs of Police, Detroit, MI.

6-8 — National Auto Auction Association, Drake Hotel, Chicago, IL.

30-Nov. 3 — International Taxicabs Association, Fontainebleau Hilton, Miami, FL.

Gas Prices

	UNLEADED		DIESEL
City	**Self-Serve**	**Full-Serve**	**Diesel**
Atlanta	125.0	138.5	125.1
Boston	121.1	130.2	133.9
Chicago	124.7	146.1	143.6
Dallas	120.6	133.2	126.4
Denver	128.0	138.9	129.8
Detroit	126.0	139.5	132.0
Indianapolis	122.8	140.3	128.1
Kansas City	127.0	134.3	126.1
Los Angeles	128.4	142.1	129.6
Minneapolis	133.1	144.7	132.9
New York City	134.4	142.3	137.9
Phoenix	121.0	137.7	125.1
Pittsburgh	123.9	136.8	127.0
San Francisco	136.9	141.1	132.4
Seattle/Tacoma	124.7	146.7	132.2
U.S.A. Average	126.4	139.3	130.0

All prices effective June 12, 1983
Prices supplied by Barry Stevens, Forekay Associates, Burlington, WI.

An In-depth Analysis

Runzheimer's New Look at Business Car Policies

Runzheimer and Company, Inc., based in Rochester, WI, is just publishing their *1983-1984 Survey and Analysis of Business Car Policies and Costs.* Compiled during the first few months of this year, the survey reflects the policies and costs of respondents responsible for over 532,400 vehicles in the United States and Canada, 391,000 of those being business cars.

The survey provides an authoritative look at recent changes in the automotive fleet world. Though many readers will probably want to acquire the complete *Survey and Analysis* and study it in detail, reprinted here are some of the more important results, along with commentary from Craig Miller, Runzheimer vice president, and Kraig Rodenbeck, author of the survey.

The Runzheimer analysis of Table 1 says, "Providing a cost-efficient business car program remains the number one fleet objective among 54 percent of United States business respondents. Replacing driver satisfaction as the number two objective is administrative ease, cited by 10 percent of respondents." Rodenbeck comments about the trend toward computerized administration, saying, "companies are looking for business car technologies with ancillary services that are easy to implement. They want user-friendly business car methodology."

As in previous surveys, only a very small percentage feel that providing an inducement to new employees is the primary objective of their business car program. Miller said, "The decrease in emphasis on driver satisfaction bears out the concern for cost efficiency. In terms of driver satisfaction, the main complaint which companies are facing is employee dissatisfaction over downsizing."

TABLE 1

What Is The Primary Objective Of Your Business Car Program?

Objective	**Percent of Respondents**		
	1983	**1981**	**1979**
Cost Efficiency	54	72	62
Administrative Ease	10	3	4
Fringe Benefit Value	9	7	9
Driver Satisfaction	9	10	14
Corporate Image	4	4	4
Release of Capital	3	3	5
Inducements to New Employees	1	1	2
Miscellaneous Objectives	10	NA	NA
Total	100	100	100

TABLE 2

Which Changes Have You Adopted During The Past Two Years To Control Fleet Costs?

Change	**Percent of Respondents**	
	1983	**1981**
Adopted More Economical Cars	74	75
Tightened Operating Expense Controls	43	43
Lengthened Vehicle Replacement Cycle	41	41
Encouraged Use of Self-Service Gasoline	39	34
Adopted/Increased Personal Use Chargeback	29	40

Ten percent of respondents listed miscellaneous primary objectives; of those miscellaneous objectives, tax benefits to the company as well as the individuals were prominent.

Table 2 shows that many of the changes in fleet policy which were evident at the end of the last decade were not simply momentary reactions to temporary conditions, but have indeed become well entrenched in corporate policy.

Runzheimer analyzes the table in this fashion: "In an effort to maintain the cost-efficient program cited above, 74 percent of respondents have adopted smaller, more economical fleet cars within the past two years. This is nearly identical to the percentage of respondents who gave the same response in 1981. In fact, the five most common cost-control changes in 1983 are the same five most common cost-control changes cited in 1981."

". . . a heightened difficulty of vehicle disposal."

Miller comments, "The fact that Tightening Operating Expense Controls remained the same (43 percent) confirms that downsizing is here to stay." And Rodenbeck adds, "Driver dissatisfaction with downsized cars has not deterred companies from keeping it as a company policy."

Runzheimer analyzes Table 3 as follows: "In 1983 the cost of maintenance and repairs has reclaimed the number one position as the greatest business car problem facing business fleets. Nearly one-third of the respondents cited maintenance and repair costs as their number one concern.

"Maintenance has been the number one fleet concern in all surveys except 1981, when the sky-rocketing cost of gasoline made that cost element perplexing. In 1983, after a period of falling gas prices, only 5 percent of our respondents feel that the cost of gasoline is their primary fleet problem. The second most often mentioned problem is new car prices, even though 1983 new car prices rose on the average only about 2 percent over year-end 1982 model levels."

Curiously enough, however, another table ("Where Does Your Automotive Dollar Go?") shows that maintenance and repairs represent only 4.6 percent of a fleet's automotive dollars. Miller explains that, "People have a sense that they can control maintenance and repair costs more than they can interest rates. Maintenance and repairs is simply something that they can directly attack."

The table shows a heightened difficulty of vehicle disposal. Rodenbeck explains, "With longer trade-in cycles, conditions may be worse. Diesels have their own problems because the bottom has dropped out of that market."

This year's table also reflects the high cost of money (financing) during the last two years, although Rodenbeck comments, "At the time of the survey, interest rates were still high. Today it may, in fact, be less of a problem."

Regarding Table 4, Runzheimer observes, "A wide majority of respondents (64 percent) indicate that their annual fleet costs per-car increased from 1981 to 1982. However, only 47 percent anticipate higher per-car costs in 1983, while fully one-third plan on no change on a per-car cost basis. These figures reflect the decelerating pace of inflation, which was nearly 9 percent in 1981 but less than 4 percent in 1982, as measured by the Consumer Price Index.

Miller analyzes the statistics, saying, "A combination of the lessening of inflation and the ability of cost-control methods to keep fleets costs down account for a somewhat bright economic outlook." Many fleets are obviously bringing economy to their fleet programs, and they see those measures paying off in terms of fleet costs during the next year.

TABLE 3

Which Of The Following Will Be Your Greatest Business Car Problem During 1983?

Problem	**Percent of Respondents**			
	1983	**1981**	**1979**	**1977**
Cost of Maintenance and Repairs	31	11	19	19
New Car Prices	20	6	8	9
Vehicle Selection	10	6	5	7
Vehicle Disposal	9	5	3	5
Cost of Money (Financing)	8	NA	NA	NA
Cost of Gasoline	5	21	14	18
Driver Morale	4	7	8	9
Personal Use Chargebacks	3	NA	NA	NA
Miscellaneous Problems	10	44	43	33
Total	100	100	100	100

TABLE 4

How Do Fleet Costs Per Car Compare From Year To Year

Change	**1982 vs. 1981 (Actual) Percent of Firms**	**1983 vs. 1982 (Anticipated) Percent of Firms**
Increased	64	47
No Change	19	33
Decreased	17	20
Total	100	100

". . . only 29 percent have a full-time fleet manager."

Table 5 shows, in Runzheimer's words, that "The high interest rates associated with auto loans in 1982 make depreciation and interest responsible for nearly half of all costs associated with the typical business car. Other cost elements contributed roughly the same proportion toward business car expenses in 1982 as they did in 1980. Fleet managers' concern over the cost of maintenance and repairs, as reported elsewhere (Table 3), does not appear to be based on the relative cost of this item, since maintenance costs have actually contributed less toward the total fleet car cost every year since 1978."

Regarding Table 6, Runzheimer comments, "Among firms with company-owned and/or leased business cars, only 29 percent have a full-time fleet manager whose only responsibility is fleet car management. Sixty percent employ an individual who is primarily responsible for fleet management, along with his or her other duties. Eleven percent state that they have no one individual who is primarily responsible for fleet operations."

Table 7 shows, in Runzheimer's words, that "the most common job for business fleet light trucks and vans is the pick up and delivery of materials. Over half of all respondents use their light trucks and vans for various maintenance activities. Other common uses are customers' product service, equipment installation, mail delivery, field supervision, and more.

The 400-page Runzheimer *Survey and Analysis* also contains up-to-date information on such fleet management topics as: employee and company ownership, leasing, personal use chargebacks, safety, insurance, and alternative fuels, as well as extensive sections on government and Canadian fleet operations. The survey is a result of questionnaires completed by over 1,600 executives and contains extensive commentary by Runzheimer senior transportation consultants.

TABLE 5

Where Does Your Automotive Dollar Go?

The table below shows the full range of costs associated with owning and operating a typical intermediate-size fleet car since 1976, as well as the percentage of the owner's automotive dollar absorbed by each element.

Cost Element	Cost as a Percent of Total			
	1982	1980	1978	1976
Depreciation and Interest	49.4%	46.7%	44.7%	40.7%
Gasoline	32.1	33.7	28.1	34.7
Insurance	10.7	11.2	16.1	13.6
Maintenance	4.6	5.1	6.5	6.1
Tires	2.5	2.4	3.2	3.5
License	.2	.6	.6	.6
Other	.5	.3	.8	.8
Totals	100.0%	100.0%	100.0%	100.0%

TABLE 6

How Many Fleets Have A Fleet Manager?

Response	Percent of Fleets
Full-Time Fleet Manager	29
Full-Time Employee Who Also Has Other Responsibilities	60
No Fleet Administrator	11
Total	100

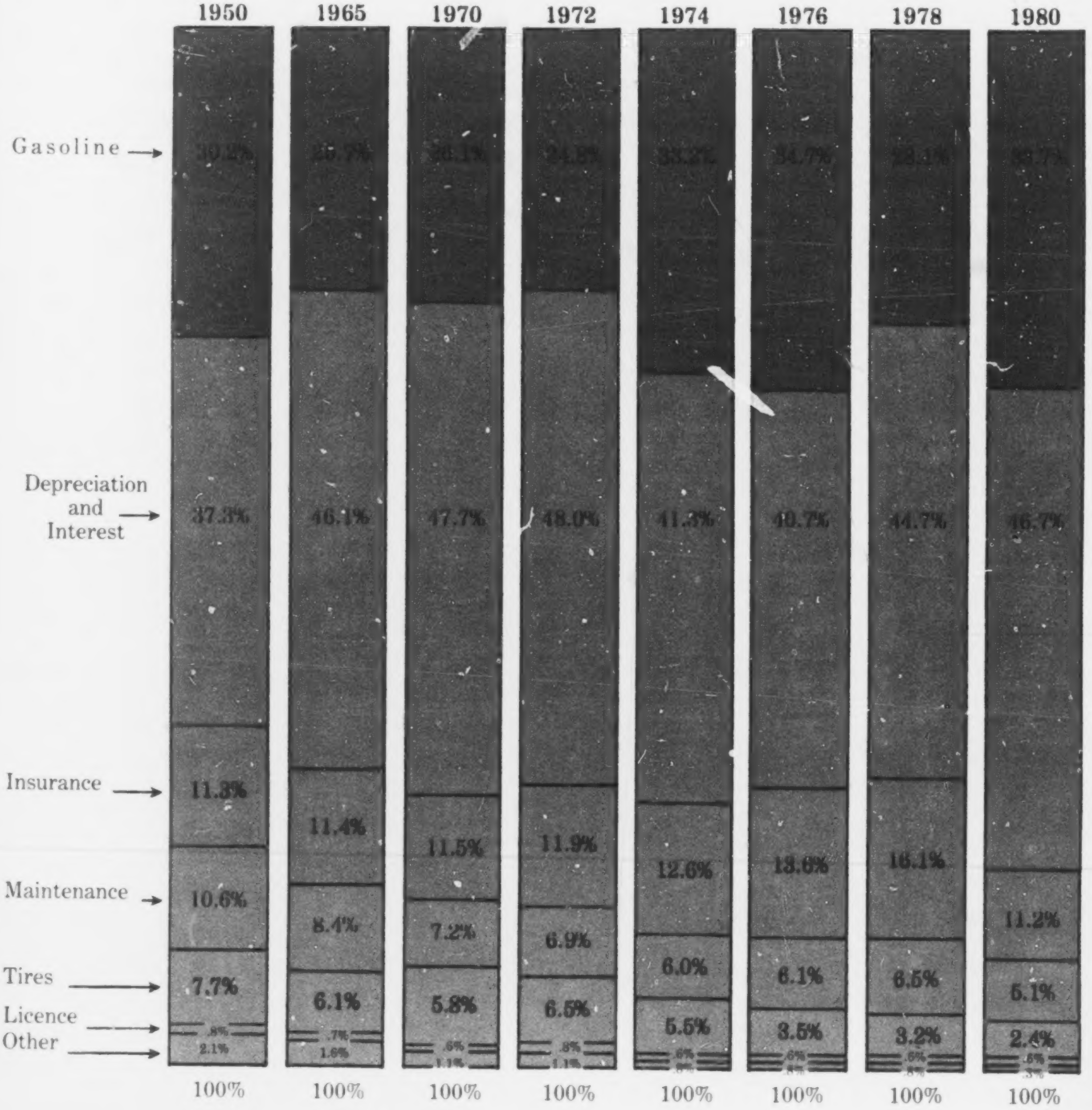
TABLE 7

What Are The Typical Uses Of Light Trucks And Vans?

Use	Percent of Fleets
Pick Up and Delivery of Materials	75
Maintenance	53
Customer or Product Service	40
Equipment Installation	35
Mail Delivery	31
Field Supervision	28
In-Plant Delivery	22
Sales Calls	15
Motor Pool	15
Commuter Van Pool	13
Security	9
Other	8

Runzheimer's Glance Backward

The Anatomy of Typical Fleet Car Costs Since 1950



FOOTNOTES:

1. All Values reflect standard size, middle line series four-door sedan.
2. For 1950, equipment includes radio, automatic transmission with a 6-cylinder engine.
3. Equimpent 1965-78 includes 8-cylinder engine, automatic transmission, air conditioning and radio, with power steering and power disc brakes added in 1972-78.
4. Insurance 1976-78 includes $50 deductible Comprehensive, $100 deductible Collision, $100/300/25,000 Bodily Injury and Property Damage plus Uninsured Motorist.
   Insurance 1980 includes $100 deductible Comprehensive, $250 deductible Collision, $100/300/25,000 Bodily Injury and Property Damage plus Uninsured Motorist.
5. All values are established on 20,000 yearly miles and a vehicle retention cycle of three years or 60,000 total miles.

Airport Revenues Reported

Daily Rental Industry

The daily rental market is a large and vital part of the fleet industry and has a high impact on the total automotive scene. Rental companies have high visibility with their strong national advertising programs, and within the industry they represent the largest individual purchases each year by the shrewdest buyers, something which Detroit will attest to, perhaps reluctantly.

For years *Automotive Fleet* has consistently been asked to provide meaningful statistics on the major daily-rental firms for number of vehicles, market share, and other data. While our publication has developed an excellent rapport with the daily rental companies, it has been most difficult (because of the competitiveness of the business) to obtain numerical data from each of them individually that would be acceptable to all firms.

Since the interest runs high on the majors inparticular, our research department has established sourcing on operating revenues at each of the top 100 airports where *all four of the leading renters operate.* In fairness, our sourcing is set up in this manner to report head-to-head market share where all are active with counters. We acknowledge that there remain 18 airports that are not used in the top 100 airports because either Avis, National, or Budget is not represented (Hertz exists at all top 100). In effect this means that since National is not represented in Honolulu, that city is not included in *AF*'s basic index and this is theoretically adverse to Budget, since Honolulu is one of Budget's strong locations. Similarly, Tampa (12th largest in airport revenue) and Las Vegas (24th largest) are not included as Budget does not have a counter at those airports.

Our *AF* index of daily rental market share will be published each month with updated figures furnished by the top 100 airport locations as outlined. The reporting is only for the top 100 locations and does not pretend to cover all U.S. airports. It also does not serve to identify the number of units operating, since utilization varies by company and location and rates also vary by firm. It should be pointed out that these major rental firms may also operate outlets off-airport and/or urban locations at these

Daily Rental Market Share Revenues
1982 Annual Summary — Top 100 Airports

Rank	City	Total Apt. Revenue (000's)	MARKET SHARE Hertz	Avis	Budget	National	Other
1	Los Angeles, CA	111492.5	40.2	24.6	15.1	15.0	5.1
2	San Francisco, CA	81174.1	37.2	24.5	15.8	15.4	7.0
3	Miami, FL	62493.0	35.7	22.0	14.9	13.6	13.8
4	Denver, CO	57766.2	35.0	23.0	20.6	13.9	7.6
5	Boston, MA	54253.4	35.4	28.9	14.5	14.8	6.5
6	Chicago, (O'HARE), IL	48659.4	35.4	25.9	16.7	17.2	4.9
7	Houston (HICA), TX	43409.0	34.2	24.0	21.9	16.6	3.3
8	Dallas (DFW), TX	40895.3	36.9	24.6	19.9	18.5	–
9	Orlando, FL	39382.4	31.4	25.0	14.8	21.0	7.8
10	Atlanta, GA	35006.4	36.4	23.0	15.8	17.8	6.8
11	Phoenix, AZ	34071.5	36.7	22.8	25.6	14.9	–
12	Washington (NATL), DC	32771.7	39.2	30.2	10.8	19.8	–
13	Philadelphia, PA	30290.7	37.6	24.5	15.3	19.2	3.3
14	New York (LGA), NY	29339.7	46.0	26.4	10.7	14.2	2.7
15	Detroit, MI	28824.2	35.0	25.4	15.5	20.7	3.3
16	San Diego, CA	27021.4	40.6	27.3	11.8	17.9	2.3
17	Seattle, WA	26932.6	32.6	20.7	20.2	17.1	9.4
18	Ft. Lauderdale, FL	8962.1	37.6	23.8	19.2	17.5	2.0
19	New York (JFK), NY	26496.6	45.2	30.5	8.9	14.4	1.1
20	Maui, HI	25279.5	26.2	18.3	30.3	6.4	18.8
21	Minneapolis, MN	24039.9	34.2	22.6	18.9	19.2	5.2
22	New Orleans, LA	22163.5	34.5	22.4	18.5	20.5	4.1
23	St. Louis, MO	22079.9	31.3	24.2	20.1	20.5	3.8
24	Pittsburgh, PA	19512.6	37.0	23.8	17.7	18.1	3.4
25	West Palm Beach, FL	19463.0	45.5	23.5	14.1	16.9	–
26	San Jose, CA	19441.7	39.9	25.6	14.9	16.2	3.4
27	Salt Lake City, UT	18624.5	36.8	24.0	18.4	15.3	5.4
28	Houston (HOBBY), TX	18605.5	30.3	21.5	24.9	19.1	4.1
29	Cleveland, OH	17098.1	36.3	25.1	18.0	16.2	4.3
30	Kansas City, MO	14925.8	32.6	23.2	18.9	20.7	4.6
31	Island of Hawaii, HI	13675.4	27.1	12.8	21.1	5.0	34.0
32	San Antonio, TX	13470.3	31.3	22.4	24.7	14.9	6.7
33	Portland, OR	13218.7	33.3	20.6	22.4	17.4	6.4
34	Albuquerque, MN	12586.4	33.6	23.5	18.7	17.6	6.6
35	Hartford, CT	12059.5	38.4	25.7	15.7	17.4	2.8
36	Oklahoma City, OK	11863.8	33.3	20.1	22.2	19.6	4.7
37	Indianapolis, IN	11798.2	32.0	24.8	14.7	21.4	7.1
38	Dallas (LOVE), TX	11469.5	29.8	24.3	21.3	17.2	7.4
39	Nashville, TN	11432.6	33.4	25.9	15.7	20.5	4.6
40	Tulsa, OK	10994.3	34.8	22.9	24.2	18.1	–
41	Memphis, TN	10976.9	33.3	25.3	22.6	18.8	–
42	Kauai, HI	10965.6	21.8	18.2	28.4	5.5	26.2
43	Norfolk, VA	10952.0	27.2	27.4	12.6	21.8	11.0
44	Charlotte, NC	10943.8	38.3	25.2	17.5	17.1	1.9
45	Cincinnati, OH	10712.2	33.0	24.5	21.4	18.0	3.2
46	Reno, NV	10639.1	27.1	22.4	22.6	22.1	5.8
47	Oakland, CA	10386.4	35.6	19.9	23.0	16.2	5.2
48	El Paso, TX	9928.6	31.6	29.1	17.9	16.9	4.6
49	Raleigh, NC	9813.9	35.6	26.0	14.0	16.3	8.2
50	Columbus, OH	9329.5	22.4	30.0	21.8	18.3	7.4

Airport Market Share

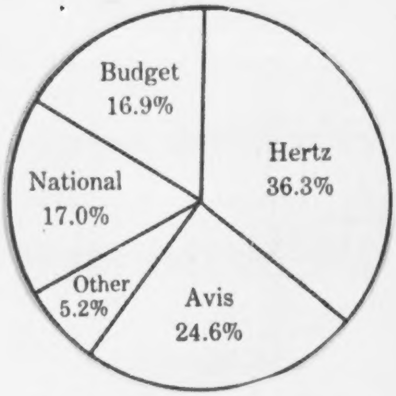
cities and others.

AF's index is precisely what it is labeled: a compilation of the top 100 airport locations for daily rental market share where all four majors are operating. From the index it is clear that Hertz has a formidable leadership position, with Avis solidly in second place, followed by Budget and National competing for the third place. Readers are invited to track the monthly results for increases and decreases as they are reported. AF

51	Sarasota, FL	9247.9	34.7	24.0	20.1	13.7	7.5
52	Austin, TX	8728.2	41.5	22.6	18.1	17.3	.5
53	Milwaukee, WI	8656.4	34.2	28.0	12.0	22.3	3.5
54	Sacramento, CA	8219.1	44.2	21.5	16.7	17.6	—
55	Ft. Myers, FL	8095.8	27.9	26.7	17.7	17.7	—
56	Dayton, OH	7692.7	32.1	25.6	15.4	20.0	6.8
57	Louisville, KY	7553.4	30.1	23.6	23.4	19.6	3.3
58	Greensboro, NC	7520.4	32.4	27.1	17.3	18.8	4.4
59	Anchorage, AK	7402.1	31.8	18.9	15.0	24.6	9.6
60	Omaha, NE	6786.3	32.6	24.1	17.4	21.6	4.2
61	Savannah, GA	6412.9	30.7	21.7	23.6	20.0	4.0
62	Midland, TX	6304.9	35.8	25.7	15.0	17.8	5.8
63	Charleston, SC	5864.3	34.9	24.6	17.7	17.9	5.0
64	Knoxville, TN	5680.2	31.8	27.1	17.2	[illegible]	5.1
65	Palm Springs, CA	5559.2	36.6	20.0	23.1	[illegible]	6.8
66	Birmingham, AL	5104.2	30.1	30.2	15.2	[illegible]	4.2
67	Wichita, KS	4903.2	36.6	22.8	21.7	[illegible]	5.7
68	Huntsville, AL	4395.0	36.0	25.2	12.5	21.7	4.7
69	Corpus Christi, TX	4382.1	33.2	25.9	18.2	20.2	2.5
70	Spokane, WA	3976.6	27.6	21.2	21.7	20.2	9.5
71	Columbia, SC	3918.1	32.3	24.6	14.7	22.2	6.1
72	Greenville, SC	3888.1	35.5	24.8	13.8	26.0	—
73	Amarillo, TX	3848.2	31.5	27.9	22.6	14.7	3.3
74	Boise, ID	3763.4	36.1	20.0	14.9	22.9	6.1
75	Lexington, KY	3761.1	37.8	25.8	20.5	15.9	—
76	Jackson, MS	3744.6	33.7	24.6	20.8	21.0	—
77	Portland, ME	3669.7	40.8	27.4	18.5	13.3	—
78	Fresno, CA	3519.5	39.2	29.7	12.5	18.6	—
79	Harrisburgh, PA	3502.5	32.4	35.9	15.3	16.4	—
80	Roanoke, VA	3355.4	39.9	30.4	12.5	17.2	—
81	Harlingen, TX	3172.9	25.4	22.6	15.5	18.5	18.0
82	Chicago (MIDWAY), IL	3125.4	33.7	18.6	26.3	21.4	—
83	Evansville, IN	2604.2	35.3	25.4	15.2	16.0	8.1
84	Tri-Cities, TN	2551.9	36.8	26.3	17.0	19.9	—
85	Colorado Springs, CO	2538.2	37.7	26.0	17.8	15.4	3.0
86	Billings, MT	2514.9	34.0	25.9	19.4	20.7	—
87	Charleston, WV	2440.7	43.2	28.3	14.1	14.4	—
88	Allentown, PA	2403.2	33.7	27.6	16.5	22.3	—
89	Chattanooga, TN	2361.3	32.4	25.5	19.1	21.6	1.4
90	Toledo, OH	2231.1	33.2	23.9	18.9	24.1	—
91	Grand Junction, CO	2186.7	29.2	30.0	24.2	16.6	—
92	Montgomery, AL	1974.8	36.0	22.2	14.2	27.6	—
93	Bangor, ME	1941.3	43.0	28.1	14.7	14.1	—
94	Saginaw, MI	1847.2	37.6	25.8	14.5	22.2	—
95	Augusta, GA	1843.3	23.6	28.3	24.4	23.7	—
96	Ft. Wayne, IN	1831.4	32.6	31.0	16.6	19.9	—
97	Green Bay, WI	1797.8	22.0	30.7	14.2	33.1	—
98	Akron, OH	1749.9	32.1	24.1	30.0	13.8	—
99	Aspen, CO	1745.1	25.8	28.6	26.8	12.3	6.5
100	Myrtle Beach, SC	1707.2	30.4	29.7	19.1	20.8	—
	Total Revenue	1481717.2	527070.9	361961.3	260870.7	250299.2	81515.1
	Market Share	100.0	35.6	24.4	17.6	16.9	5.5

*Top 100 airports where each of the top four rent-a-car companies are represented.

U.S. Daily Rental Airport Market Share
Top 100 Airports



Total Revenue (000s)
$423,422.3
First Quarter 1983

Source: *Automotive Fleet* Research Dept.

Major Airports Where Only Three of the Four Majors are Operating

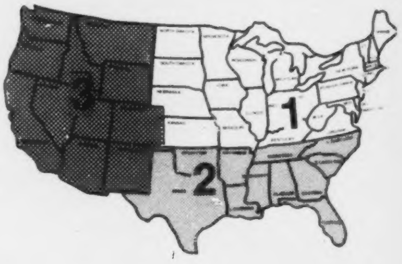
Only three of the 'Big Four' rent-a-car companies are represented in each airport below. Consequently, these locations were excluded from the initial Top 100 analysis.

RANK	CITY	COMPANY NOT REPRESENTED
12	Tampa, FL	Budget
24	Las Vegas, NV	Budget
30	Honolulu, HI	National
35	Dulles, D.C.	Budget
36	Baltimore, MD	Budget
49	Orange Co., CA	National
59	Burbank, CA	Budget
62	Tucson, AZ	National
63	Ontario, CA	National
66	Syracuse, NY	Budget
70	Richmond, VA	Budget
71	Rochester, NY	Budget
78	Providence, RI	National
79	Baton Rge., LA	Budget
88	Moline, IL	Budget
89	Shreveport, LA	Avis
90	Long Bch., CA	Budget
91	Pensacola, FL	Budget

12/31/82

PRICING UPDATE

Used Cars



The following are average used car prices for the period ending June 8, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

AVERAGE AUCTION PRICE

Model	Zone 1	Zone 2	Zone3
81 AMC SPIRIT			
D/L Cpe	3394	3428	3360
80 AMC SPIRIT			
D/L Cpe	2713	2742	2685
Wgn	2648	2675	2625
81 AMC CONCORD			
Sdn 6-4	3737	3776	3701
Sta Wgn 30	3934	3975	3895
80 AMC CONCORD			
Sdn6 4 Dr	3073	3104	3042
Sta Wgn	3256	3290	3223
81 BUICK SKYLARK			
Sdn	4368	4409	4323
81 BUICK REGAL			
Turbo Cpe	6372	6437	6308
Cpe	6057	6122	5998
80 BUICK REGAL			
Turbo Cpe	5531	5584	5476
Cpe	5268	5323	5216
81 BUICK LESABRE			
Sdn	6005	6066	5947
80 BUICK LESABRE			
Sdn	4714	4758	4666
81 CADILLAC			
Cpe DeVille	9453	9547	9360
Sdn DeVille	9392	9488	9300
80 CADILLAC			
Cpe DeVille	8275	8357	8192
Sdn DeVille	8173	8252	8089
81 CHEVY			
Chvt Htchbk	2967	2996	2937
Camaro Cpe8	5889	5949	5832
80 CHEVY			
Chvt Htchbk	2433	2457	2408
Camaro Cpe 8	5050	5100	5000
81 CHEVY CITATION			
Cpe 6	3664	3699	3625
80 CHEVY CITATION			
Sdn Htchbk	3153	3183	3119
81 CHEVY MALIBU			
Cpe	4708	4754	4661
Sdn	4627	4674	4580
Clas Cpe	5036	5086	4983
80 CHEVY MALIBU			
Cpe	3845	3882	3804
Sdn	3763	3800	3727
Clas Cpe	4162	4201	4119
81 CHEVY MONTE CARLO			
Cpe	5736	5795	5676
80 CHEVY MONTE CARLO			
Cpe	4868	4917	4822
81 CHEVY IMPALA			
Sdn	5389	5445	5335
Cpe	5414	5468	5363
Imp Wgn 9	5558	5613	5303
80 CHEVY IMPALA			
Sdn	4439	4483	4395
Cpe	4453	4498	4410
Est Wgn 9	4569	4615	4523
81 CHRYSLER			
Npt Sdn	5465	5515	5408
80 CHRYSLER			
Npt Sdn	4307	4350	4264
81 DODGE OMNI			
4 Dr Htchbk	3023	3054	2992
80 DODGE OMNI			
4 Dr Htchbk	2769	2799	2744
81 DODGE ARIES			
Sdn	4422	4464	4378
St Wgn	4705	4753	4658
80 DODGE ASPEN			
Sdn 6	3132	3165	3100
81 DODGE DIPLOMAT			
Sln Cpe	4742	4787	4693
Sln Sdn	4742	4787	4693
80 DODGE DIPLOMAT			
Cpe	3857	3894	3818
Sdn	3857	3894	3818
80 FORD PINTO			
Cpe	2055	2076	2037
Sta Wgn	2230	2252	2209
81 FORD FAIRMONT			
Sdn 4 Dr	3726	3764	3689
80 FORD FAIRMONT			
Sdn 4 Dr	2994	3025	2964
81 FORD MUSTANG			
Cpe 4	4057	4095	4017
80 FORD MUSTANG			
Cpe 4	3336	3368	3300
81 FORD GRANADA			
Sdn 8-L	4484	4530	4339
80 FORD GRANADA			
Sdn 8	3419	3453	3387
81 FORD LTD			
Sdn	5555	5609	5499
80 FORD LTD			
Sdn	4425	4468	4383
81 FORD ESCORT			
Sdn 4 Dr	3340	3374	3307
81 FORD CROWN VIC			
Sdn	6169	6230	6106
80 FORD CROWN VIC			
Sdn	4924	4973	4876
81 FORD THUNDERBIRD			
Cpe	5714	5771	5657
80 FORD THUNDERBIRD			
Cpe	4769	4816	4721
81 LINCOLN CONTINENTAL			
Sdn	11506	11623	11392
Mark VI	11506	11623	11392
80 LINCOLN CONTINENTAL			
Sdn	9584	9680	9467
Mark VI	9631	9728	9533
81 MERCURY ZEPHYR			
Sdn 2 Dr	3760	3800	3724
80 MERCURY MONARCH			
Sdn	3038	3066	3007
81 MERCURY MARQUIS			
Sdn	5787	5845	5732
80 MERCURY MARQUIS			
Cpe	4643	4688	4596
Sdn	4621	4670	4578
Wgn-2	4698	4747	4653
81 OLDS CUTLASS			
Sdn	5712	5767	5652
Sup Cpe	6057	6122	5998
80 OLDS CUTLASS			
Cpe Sln	4348	4391	4302
Sup Cpe	5275	5330	5224
81 OLDS DELTA			
Sdn	6005	5966	5947
Cpe	6029	6089	5967
80 OLDS DELTA			
Sdn	4728	4775	4680
Cpe	4753	4802	4705
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3024	3055	2993
80 PLYMOUTH VOLARE			
Cpe	3133	3149	3084
Sdn	3133	3149	3084
81 PLYMOUTH RELIANT			
Cpe	4400	4445	4355
81 PONTIAC FIREBIRD			
Cpe 8	5946	6002	5883
81 PONTIAC LEMANS			
Cpe 8	3325	3358	3291
81 PONTIAC PHOENIX			
Cpe 6	4255	4296	4212
81 PONTIAC CATALINA			
Sdn	5642	5696	5586
Bonneville Sdn	6226	6288	6126
81 VOLKSWAGEN RABBITT			
Cpe	3500	3535	3464
81 VOLKSWAGEN SCIROCCO			
Cpe	5735	5793	5677
80 VOLKSWAGEN RABBITT			
Cpe	2903	2933	2873
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3040	3070	3009
510 2 Dr	3934	3973	3895
810 Sdn 4 Dr	5957	6017	5897
80 DATSUN			
210 Std 2 Dr	2566	2591	2540
510 2 Dr	3327	3361	3294
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	3346	3380	3314
Celica St Spt Cpe	4473	4518	4428
Corona Sdn 4 Dr	4339	4384	4296
80 TOYOTA			
Corolla 2 Dr Sdn	2815	2844	2786
Celica St Spt Cpe	4160	4202	4118
Corona Sdn 4 Dr	3612	3649	3576

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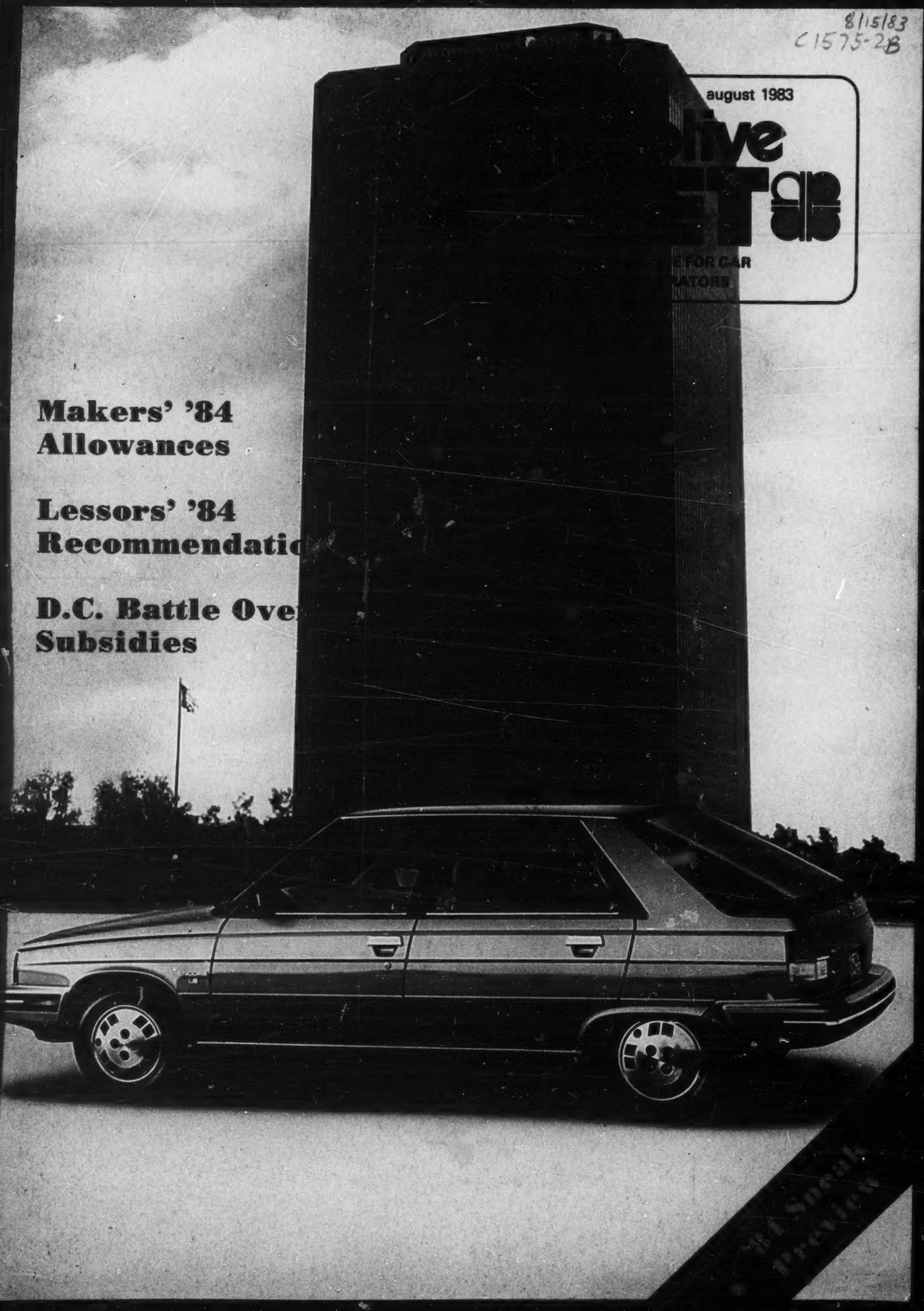
FOR CAR
ATORS



Makers' '84
Allowances

Lessors' '84
Recommendatio

D.C. Battle Ove
Subsidies

'84 Sneak
Preview

AUGUST 1983 VOL. 22, NO. 10

automotive
FLEET®

THE MANAGEMENT MAGAZINE FOR CAR
AND LIGHT TRUCK FLEET OPERATORS

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On our cover: A year after the debut of the award-winning Alliance, the Renault Encore hatchback is American Motors' new, stylish, high-tech offering for '84.

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READER UPDATE

Calendar

AUGUST

7-10 — Law Enforcement Section, National Association of Fleet Administrators, Hyatt Regency Hotel, Flint, MI.

22-24 — NAFA Basic Principles of Fleet Management, Los Angeles, CA.

SEPTEMBER

12-13 — Cost Effective Maintenance of Fleet Vehicles, College of Engineering, University of Missouri-Columbia, Kansas City, MO.

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26-27 — American Automotive Leasing Assn. (AALA), Car and Truck Rental Assn., Conference of American Rental and Leasing Associations (CARALA). Capital Hilton, Washington, D.C.

OCTOBER

1-6 — International Association of Chiefs of Police, Detroit, MI.

4-6 — Electric Vehicle Council Conference and Expo, Dearborn Hyatt Regency Hotel, Dearborn, MI.

6-8 — National Auto Auction Association, Drake Hotel, Chicago, IL.

17-19 — NAFA Basic Principles of Fleet Management, Chicago, IL.

30-Nov. 3 — International Taxicabs Association, Fontainebleau Hilton, Miami, FL.

NOVEMBER

14-15 — NAFA Advanced Fleet Management, Charlotte, NC.

Gas Prices

	UNLEADED	
City	**Self-Serve**	**Full-Serve**
Atlanta	125.0	144.6
Boston	123.2	131.5
Chicago	125.5	146.0
Dallas	117.6	139.6
Denver	127.0	145.3
Detroit	128.9	137.2
Indianapolis	126.6	141.2
Kansas City	119.7	139.6
Los Angeles	130.9	143.7
Minneapolis	129.4	153.2
New York City	128.9	134.4
Phoenix	120.3	136.3
Pittsburgh	116.2	128.1
San Francisco	132.4	147.0
Seattle	121.7	144.0
U.S.A. Average	126.5	138.7

Survey conducted on the first five business days of July, 1983. Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Savings for Eights Greater as Price Drops

Gas Price Levels' Effects on Automotive Costs

A table published by *Runzheimer Reports on Transportation* shows the extent to which the volatility of gasoline prices influences the total annual costs of selected vehicles. The table shows that as the price of fuel drops, the cost savings are greater for 8- and 6-cylinder cars than with fours. For example, when gas is $1.20 rather than $1.50 per gallon, the difference in ownership and operating costs between fours, sixes and eights narrows.

Yet Runzheimer points out that although "dropping fuel prices provide greater savings for cars with larger engines, total annual ownership and operating costs generally prove lower with fours than with vehicles with larger engines."

As is illustrated in the chart, the savings between the high $1.50 per gallon price and low $1.20 per gallon price for the 5-liter, 8-cylinder Chevrolet Impala are over $300 on an annual basis, while the savings between the same price ranges for the 1.6-liter, 4-cylinder Ford Escort are less than $200.

However, the annual fuel cost for the Escort at the high $1.50 per gallon is still $1,155 less than the Impala at the lower $1.20.

Effects of Varying Fuel Prices on Selected 1983 Gasoline Models

		Projected Total Annual Ownership and Operating Costs at Varying Fuel Prices		
Make/Model	**Cyl./Liters**	**$1.50**	**$1.35**	**$1.20**
Chevrolet/Impala	8/5.0	$5,364	$5,194	$5,034
Chevrolet/Impala	6/3.8	4,991	4,851	4,711
Chevrolet/Citation	6/2.8	4,472	4,352	4,222
Chevrolet/Citation	4/2.5	4,378	4,258	4,148
Dodge/Aries	4/2.2	4,079	3,969	3,869
Ford/Fairmont	4/2.3	4,077	3,967	3,847
Ford/Escort	4/1.6	3,879	3,779	3,789
Pontiac/2000	4/1.8	3,822	3,732	3,642

Basis: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating expenses include gasoline, oil, maintenance, and tires. Ownership expenses include licensing, depreciation, financing, taxes and insurance ($100 deductible for comprehensive, $100/300/50M for property damage and personal liability, plus $250 deductible for collision).

Lease/Rental Scene

NATIONAL CAR RENTAL RENEWS EUROPCAR ASSOCIATION

National Car Rental and Europcar have renewed their mutual representation agreement for a second 10 years, through 1993.

The association, which first went into effect in 1974, calls for National to represent Europcar in the U.S., Latin America, the Caribbean, and the Pacific. This includes National's newest location in the People's Republic of China, which began operating in February of this year. In turn, Europcar represents National in Europe, Africa, and the Middle East, plus New Caledonia, Tahiti, the French West Indies, and Guiana. Both companies are represented in Canada by Tilden Rent-a-car under separate agreements.

The system of National, Europcar, and Tilden operates a fleet of 130,000 vehicles at more than 2,600 locations in 104 countries and territories around the world. The companies refer reservations to each other, accept each other's credit cards, and mutually promote the three-way association.

Europcar, the largest European car rental system, is based in Paris, and is a wholly-owned subsidiary of Renault. National, third largest car rental company in the United States, is a wholly-owned subsidiary of Household International and is headquartered in Minneapolis, MN.

HERTZ CENTRALIZES MAINTENANCE OPERATIONS

Hertz Car Leasing has made its maintenance operation even more efficient by centralizing the department in Parsippany, NJ, where Car Leasing is headquartered.

The streamlining move has significantly enhanced the service Hertz offers its fleet accounts who have selected one of the maintenance programs.

The advantages of a centralized maintenance department are threefold: a toll-free number puts a fleet driver into immediate contact with a maintenance analyst; a history of the driver's vehicle can be swiftly retrieved; and, depending on the nature of the call — whether for a purchase order or for the answer to a maintenance question — the response is prompt and authoritative. The centralization has replaced the regionalized system previously used.

AVIS LAUNCHES CRIME PREVENTION PROGRAM

Avis Rent A Car System, Inc., has launched an intensive crime prevention program to reduce auto theft and crime, and preliminary results seem to indicate a decrease in theft incidence and an increase in the number of recoveries.

The Avis anti-auto-theft program is underway in Cleveland, Cincinnati, Detroit, Chicago, and Louisville. One aspect of it is a test program regarding a component parts identification system. Identification numbers are stenciled in a minimum of 18 undisclosed places on each vehicle, and Avis supports the proposed legislation which would require vehicle manufacturers to stamp vehicle identification numbers on the component parts of an automobile.

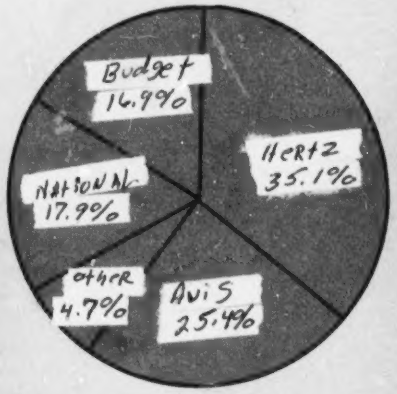
Officials say they are encouraged by early signs of the success of the program and add they feel certain it will continue, although they say for security reasons, all elements of the anti-auto-theft program cannot be disclosed.

National Car Rental's president, Bemiss Rolfs and Europcar's president, Jean Ordner, recently signed a contract extending their mutual representation agreement.

U.S. Daily Rental Airport Market Share

Top 100 Airports

(where four majors operate)



Total Revenue (000s)

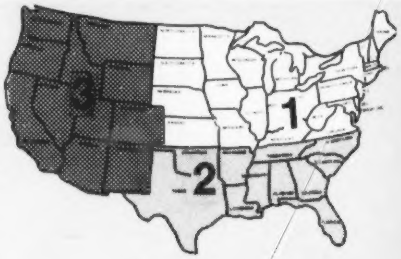
$146,248.9

May 1983

Source: *Automotive Fleet* Research Dept.

PRICING UPDATE

Used Cars



The following are average car prices for the period ending July 6, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
81 AMC SPIRIT			
D/L Cpe	3336	3370	3303
80 AMC SPIRIT			
D/L Cpe	2672	2701	2645
Wgn	2734	2762	2708
81 AMC CONCORD			
Sdn 6-4	3674	3712	3638
Sta Wgn 30	3868	3907	3829
80 AMC CONCORD			
Sdn6 4 Dr	3043	3073	3012
Sta Wgn	3224	3258	3191
81 BUICK SKYLARK			
Sdn	4412	4453	4367
81 BUICK REGAL			
Turbo Cpe	6353	6418	6289
Cpe	6039	6103	5980
80 BUICK REGAL			
Turbo Cpe	5514	5567	5460
Cpe	5253	5307	5200
81 BUICK LESABRE			
Sdn	6053	6115	5994
80 BUICK LESABRE			
Sdn	4729	4772	4680
81 CADILLAC			
Cpe DeVille	9567	9661	9473
Sdn DeVille	9505	9602	9412
80 CADILLAC			
Cpe DeVille	8382	8465	8298
Sdn DeVille	8279	8359	8194
81 CHEVY			
Chvt Htchbk	2922	2951	2893
Camaro Cpe8	5900	5961	5843
80 CHEVY			
Chvt Htchbk	2397	2421	2372
Camaro Cpe 8	5050	5100	5000
81 CHEVY CITATION			
Cpe 6	3682	3717	3643
80 CHEVY CITATION			
Sdn Htchbk	3121	3151	3088
81 CHEVY MALIBU			
Cpe	4779	4826	4732
Sdn	4696	4745	4649
Clas Cpe	5111	5163	5058
80 CHEVY MALIBU			
Cpe	3923	3960	3880
Sdn	3838	3876	3802
Clas Cpe	4245	4285	4202
81 CHEVY MONTE CARLO			
Cpe	5776	5835	5716
80 CHEVY MONTE CARLO			
Cpe	4892	4941	4846
81 CHEVY IMPALA			
Sdn	5384	5440	5330
Cpe	5409	5463	5358
Imp Wgn 9	5552	5607	5497
80 CHEVY IMPALA			
Sdn	4457	4500	4413
Cpe	4471	4515	4428
Est Wgn 9	5278	5329	5224
81 CHRYSLER			
Npt Sdn	5492	5543	5435
80 CHRYSLER			
Npt Sdn	4320	4363	4276
81 DODGE OMNI			
4 Dr Htchbk	3017	3048	2986
80 DODGE OMNI			
4 Dr Htchbk	2764	2793	2739
81 DODGE ARIES			
Sdn	4413	4455	4369
Sta Wgn	4977	5025	4927
80 DODGE ASPEN			
Sdn 6	3179	3213	3147
81 DODGE DIPLOMAT			
Sln Cpe	4742	4787	4692
Sln Sdn	4742	4787	4692
80 DODGE DIPLOMAT			
Cpe	3857	3893	3818
Sdn	3857	3893	3818
80 FORD PINTO			
Cpe	2025	2045	2001
Sta Wgn	2197	2219	2176
81 FORD FAIRMONT			
Sdn 4 Dr	3726	3764	3689
80 FORD FAIRMONT			
Sdn 4 Dr	3009	3040	2979
81 FORD MUSTANG			
Cpe 4	4057	4094	4017
80 FORD MUSTANG			
Cpe 4	3336	3368	3300
81 FORD GRANADA			
Sdn 8-L	4492	4539	4448
80 FORD GRANADA			
Sdn 8	3419	3453	3387
81 FORD LTD			
Sdn	5594	5648	5538
80 FORD LTD			
Sdn	4482	4527	4440
81 FORD ESCORT			
Sdn 4 Dr	3290	3323	3257
81 FORD CROWN VIC			
Sdn	6212	6273	6149
80 FORD CROWN VIC			
Sdn	4988	5038	4940
81 FORD THUNDERBIRD			
Cpe	5742	5800	5685
80 FORD THUNDERBIRD			
Cpe	4826	4873	4778
81 LINCOLN CONTINENTAL			
Sdn	11483	11600	11369
Mark VI	11483	11600	11369
80 LINCOLN CONTINENTAL			
Sdn	9565	9661	9468
Mark VI	9612	9709	9514
81 MERCURY ZEPHYR			
Sdn 2 Dr	3760	3800	3724
80 MERCURY MONARCH			
Sdn	3053	3081	3022
81 MERCURY MARQUIS			
Sdn	5865	5921	5806
80 MERCURY MARQUIS			
Cpe	4689	4735	4642
Sdn	4667	4717	4624
Wgn-2	4745	4794	4700
81 OLDS CUTLASS			
Sdn	5694	5750	5635
Sup Cpe	6039	6103	5980
80 OLDS CUTLASS			
Cpe Sln	4335	4378	4289
Sup Cpe	5260	5314	5208
81 OLDS DELTA			
Sdn	6053	6115	5994
Cpe	6077	6138	6015
80 OLDS DELTA			
Sdn	4742	4789	4694
Cpe	4767	4816	4720
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3218	3251	3187
80 PLYMOUTH VOLARE			
Cpe	3160	3196	3131
Sdn	3160	3196	3131
81 PLYMOUTH RELIANT			
Cpe	4391	4436	4346
81 PONTIAC FIREBIRD			
Cpe 8	5958	6014	5894
81 PONTIAC LEMANS			
Cpe 8	4970	5018	4919
81 PONTIAC PHOENIX			
Cpe 6	4234	4275	4191
81 PONTIAC CATALINA			
Sdn	5631	5684	5575
Bonneville Sdn	6214	6275	6149
81 VOLKSWAGEN RABBITT			
Cpe	3500	3535	3464
80 VOLKSWAGEN RABBITT			
Cpe	2903	2933	2873
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3040	3070	3009
510 2 Dr	3934	3973	3895
810 Sdn 4 Dr	5957	6017	5697
80 DATSUN			
210 Std 2 Dr	2566	2591	2540
510 2 Dr	3327	3361	3294
810 Sdn 4 Dr	4607	4653	4561
81 TOYOTA			
Corolla 2 Dr	3346	3380	3314
Celica St Spt Cpe	4473	4518	4428
Corona Sdn 4 Dr	3612	3649	3576
80 TOYOTA			
Corolla 2 Dr Sdn	2335	2358	2311
Celica St Spt Cpe	3448	3484	3414
Corona Sdn 4 Dr	2774	2802	2747

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'84 Car/Truck Specifications

Tire Running Costs

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SEPTEMBER 1983 VOL. 22, NO. 11

automotive
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AND LIGHT TRUCK FLEET OPERATORS

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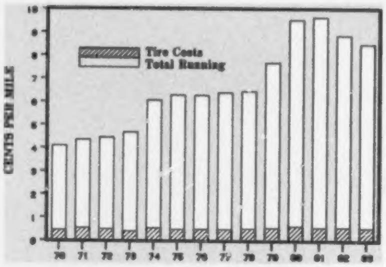

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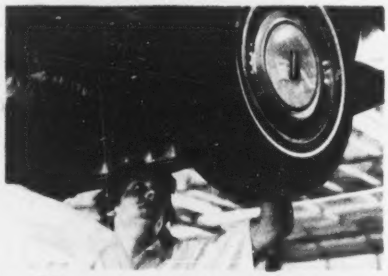

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On our cover: The Firestone Trax 12 tire represents state-of-the-art innovations, innovations which have radically affected operating costs and fleet policies, as this month's articles detail.

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READER UPDATE

Calendar

SEPTEMBER

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6-8 — National Auto Auction Association, Drake Hotel, Chicago, IL.

12-15 — Dollar Rental Licencees, Ceasar's Palace, Las Vegas, NV.

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30-Nov. 3 — International Taxicabs Association, Fontainebleau Hilton, Miami, FL.

NOVEMBER

2-6 — Avis Rental Licencees, La Posada, Phoenix, AZ.

6-10 — National Pest Control Association, Sheraton Hotel, Washington, D.C.

14-15 — NAFA Advanced Fleet Management, Charlotte, NC.

Gas Prices

	UNLEADED	
City	**Full-Serve**	**Self-Serve**
Birmingham, AL	147.9	124.4
Little Rock, AR	143.9	120.9
Los Angeles, CA	146.5	127.6
Denver, CO	144.4	126.9
Wilimington, DE	133.9	115.2
W. Palm Beach, FL	143.9	123.4
Albany, GA	131.9	125.9
Worchester, MA	126.4	123.9
Portland, ME	133.2	125.5
Lansing, MI	150.4	132.9
Minneapolis, MN	154.0	129.0
Hannibal, MO	129.0	118.9
Patterson, NJ	119.4	119.4
Lubbock, TX	137.4	121.4
Olympia, WA	153.4	124.9

Survey conducted during August, 1983. Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Analysis of Cents-Per-Mile Trends

Tire Running Costs

By Tom Bezzi

As a nation, we come with each year to take technological advances more and more for granted. For members of the automotive industry, technological advances permeate each year's new models. Cars are truly new from the ground up, and that includes the tires.

In fact, in the last 15 years, tires have undergone a radical evolution, rivaling if not exceeding the innovations that occurred during their early development. And the penetration of both radials and front-wheel-drive cars has changed almost everything — including tire running costs.

Recently Peterson, Howell and Heather, Inc. (PHH), the major Baltimore-based lessor, provided *AF* with information they have correlated in-house on tire costs, ranging from recent trends in tire prices to cents-per-mile as a portion of total operating costs. Taken all together, this information is not only an interesting analysis of the recent tire scene, but it allows analysts not to be taken by surprise by future developments in tire costs.

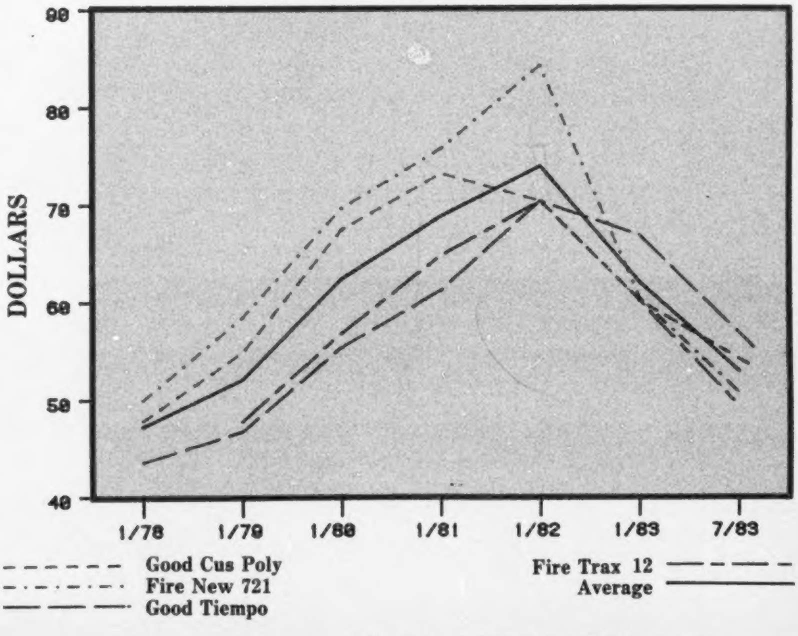
In May '83, PHH produced their most recent composite using 17 clients, with a total of 4,673 vehicles. These particular clients are chosen because they meet certain criteria, such as fleet size, typical mileage, tenure as a client, and following PHH recommended policies for vehicle selection, replacement, etc. The selected clients are nationally distributed and range in size from fleets of 50 to 1,500 cars. The cars average 2,200 miles per month, with an average length of service of 27 months.

Skeet Chadwick is director of Cost Control Services at PHH and has analyzed their composite tire costs, elucidating some of the more telling points. The first graph represents tire prices in terms of dollars-per-tire for two different tires by two major manufacturers, as well as an overall average. Those tires are Goodyear's Custom Polysteel and Tiempo and Firestone's 721 and Trax 12 — a top-of-the-line radial and an all-season radial from each company. PHH correlates data for those tires because Goodyear and Firestone combined represent about 87 percent of their total tire purchases. And, in Chadwick's eyes, these companies' products not only represent the lion's share but, more importantly, are trendsetters in terms of prices.

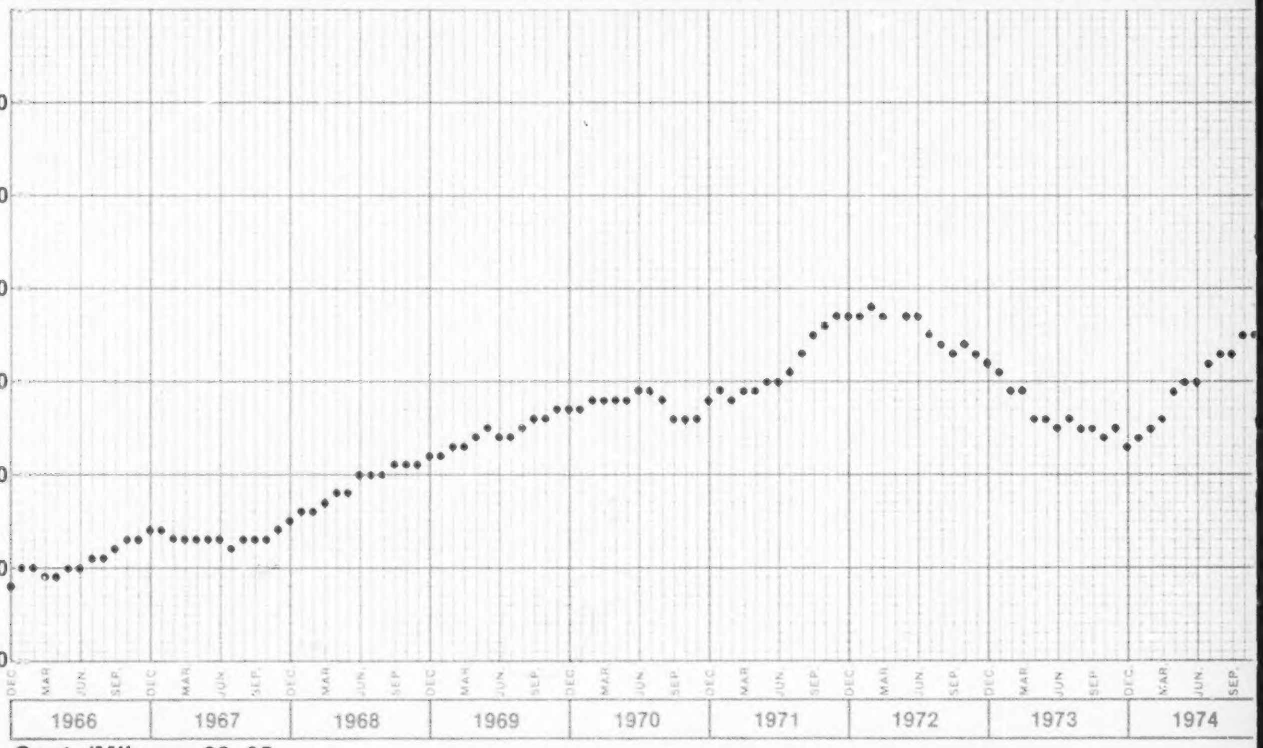
The information charted begins in '78 and is averaged as of January of each year. Prices began rising, reaching a peak in '82, when they began to decline rather sharply, with the price of the Firestone 721, for example, falling from a high of $84.36 as of January 1, 1982, to $60.49 as of January 1, 1983, and then dropping still lower to a July 1, 1983, price of $50.81.

Chadwick explains this drop: "We think the primary reason for this drop is that the tire market has shrunk in terms of unit volumes. This drop in unit volume is due to extended tire life and all-season radials. Another way to put this is to say that people aren't having to replace tires as often and aren't having to purchase snow tires. Therefore, their overall purchases have declined. And the major tire companies have been trying to

TIRE COSTS — DOLLARS PER TIRE
National Account Prices



Tire Running Costs: Cents/Mile and



Cents/Mile — .28-.65

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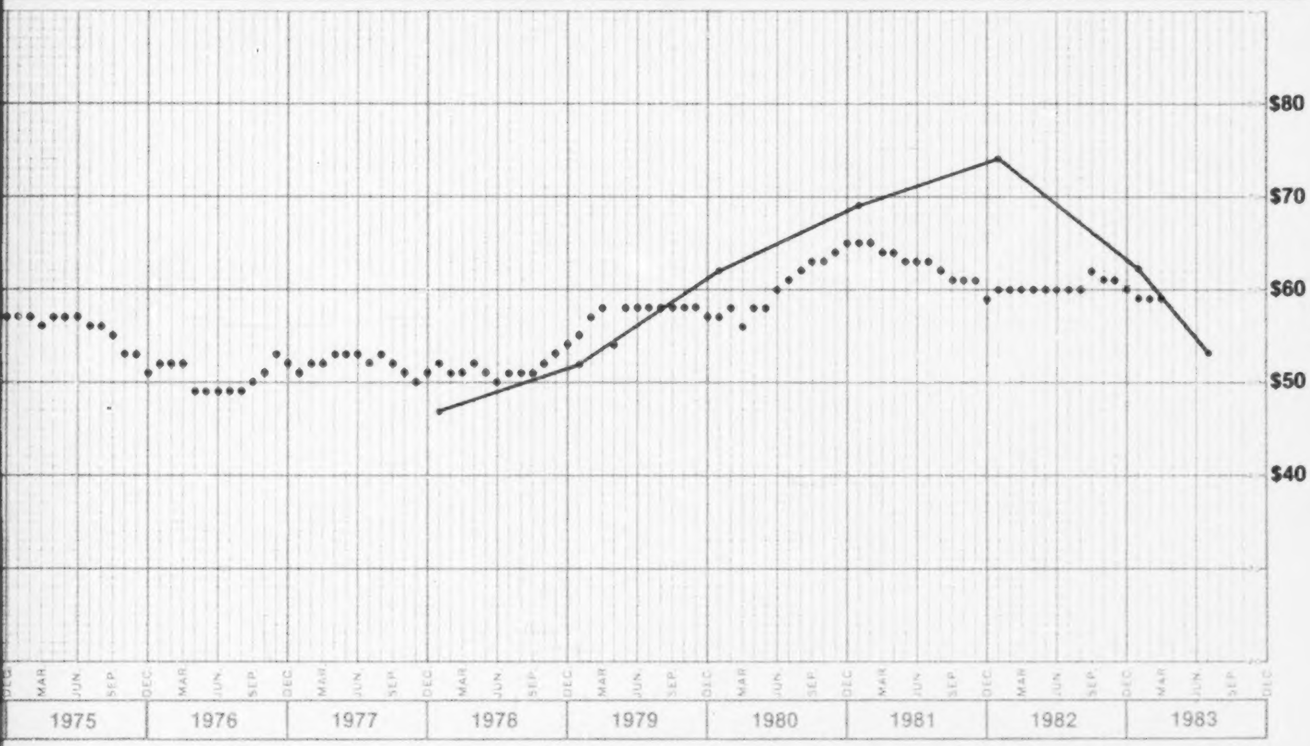
National Account Prices 1966-1983



Average National Account Prices — $47-74

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"Tire expenses are declining at a more rapid rate . . ."

maintain market share by moving their prices downward.

"More efficient production has resulted from the closing of older and less efficient plants during the recession. And additionally, product lines have narrowed, providing the tire companies with more economies of scale."

The cost per tire, however, is not the only change that has recently been turning heads. The penetration of front-wheel-drive cars has had profound effect on replacement policies and consequently upon fleets' tire running costs. Before radials and before front-wheel-drive cars, tires had shorter road life and were always rotated. Now, a fleet manager may be required to replace only the two front tires on a FWD vehicle during that vehicle's term, and to replace them only once.

And surprisingly enough, recent results from a Firestone study showed that tires on FWD cars have significantly better average treadwear than their RWD counterparts. The study of over 3,000 OE radials in use on recently built domestic cars showed that that tires lasted one-quarter to one-third longer on front-wheel-drive cars. Average projected mileages for FWD was 34,744 for fiberglass and 46,789 for steel; average projected mileage for RWD was 27,583 for fiberglass and 34,918 for steel. Though Firestone cautions that the research is preliminary rather than definitive, it brings into questions some long-held conceptions about tire wear on FWD cars.

What is now apparent is this: in addition to tire prices declining, tire running costs have been declining. The long graph shows tire running costs in terms of cents-per-mile since 1966. When analyzed, the gradual rise in cents-per-mile figures over the past two decades tells an interesting story. During the period in question, cents-per-mile figures rose from a low of .28 cents in '66 to a high of .65 cents in the first months of '81, descending from that high point to today's figure of .59 cents. The major aberrations in this upward climb occurred in the second half of '72, when cents-per-mile figures began declining and continued to do so until the end of '73, falling from an April '72 high of .59 cents (the same as July '83 costs) to a December '73 low of .43 cents. After that year-and-a-half slide, cents-per-mile figures climbed back up to close to their previous peak within the next 12 months.

Cents-per-mile figures remained relatively stable during the second half of the seventies, staying within the range of .49 to .58 cents-per-mile. But in the middle of '80, figures started climbing again, reaching a peak of .65 cents-per-mile at the end of that calendar year. From that point, they have slid gradually down and were hovering near the .59-cent mark during the first quarter of this year.

Average national account prices have been sliding drastically since the beginning of '82. Costs-per-mile

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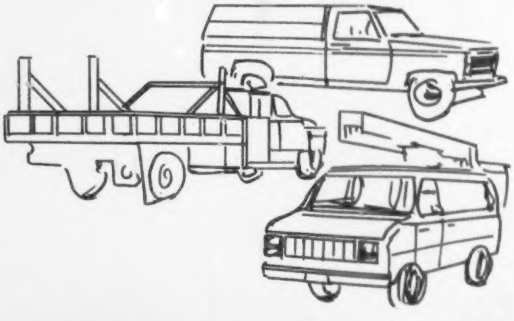

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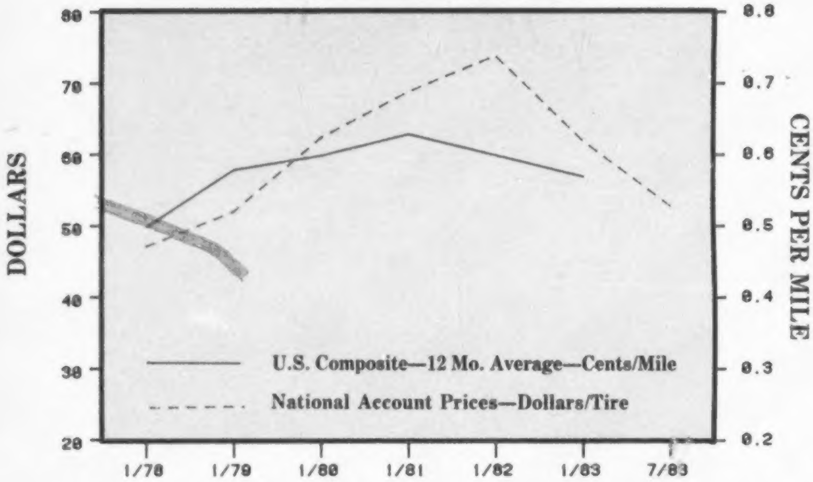
". . . only one replacement per life of a fleet vehicle."

TIRE COST
Cost Per Mile vs. Cost Per Tire



turned down earlier, in the beginning of '81, due to the introduction of FWD vehicles. (See graph comparing cost-per-mile to cost-per-tire.) However, the impact of lower tire prices will take several months to be reflected in lower cents-per-mile figures. Chadwick explains: "Cents-per-mile figures indicate historical rather than current events. With longer tire life, we're looking typically at only one replacement per life of a fleet vehicle. Because of that, it takes longer for price changes to take effect. Figuring that 40,000 miles might take up to 24 months, I would say that it could easily take up to two years for price changes to be fully reflected. Cents-per-mile, therefore, is one cost that you can project outward. Assuming that tire prices remain level or continue to decline, you can project that tire costs on a cents-per-mile basis will decline over the next 12 to 18 months."

One final area of note is a comparison of tire running costs to total running costs and total operating costs. In PHH's books, total running costs cover gas, oil, maintenance, and tires, i.e., all factors that are dependent upon mileage. Total operating costs include running costs but additionally include standing costs, such as depreciation and insurance, and incidentals, such as parking, storage, and washing.

Total running costs have risen greatly during the last 10-year period, due in particular to drastic hikes in the price of fuel. Most ob-

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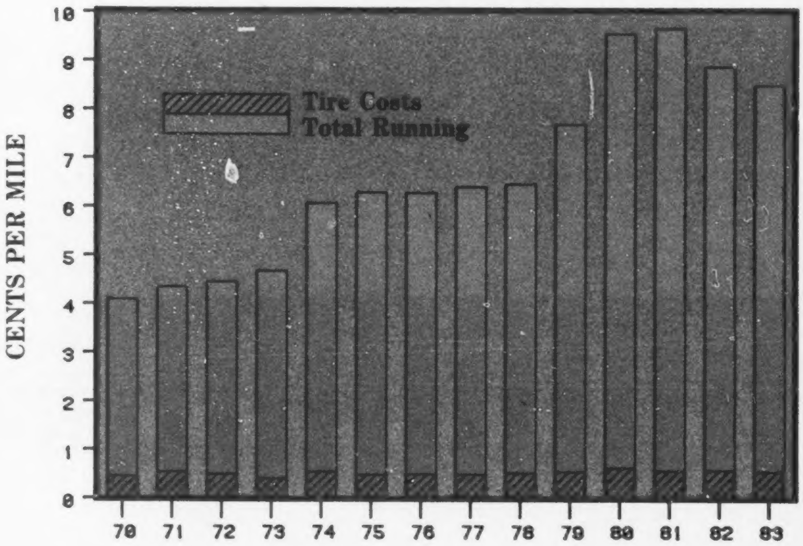
"Tire running cost have been declining."

Running Costs (¢/mile)	Tires	Total	%
70	.48	4.12	11.7
71	.57	4.38	13.0
72	.52	4.48	11.6
73	.43	4.70	9.1
74	.57	6.09	9.4
75	.51	6.31	8.1
76	.52	6.30	8.3
77	.51	6.42	7.9
78	.54	6.48	8.3
79	.57	7.71	7.4
80	.65	9.57	6.8
81	.59	9.68	6.1
82	.60	8.89	6.7
May 83	.57	8.51	6.7

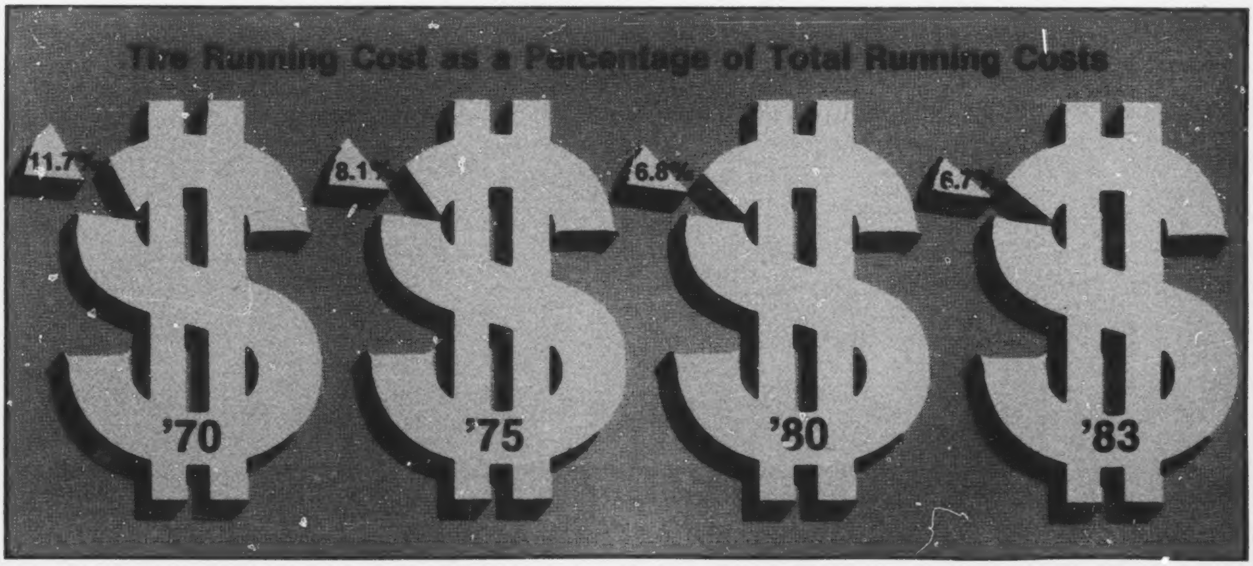
TOTAL RUNNING COSTS vs. TIRE COST
US Composite — December 12 Month Average



vious are the jumps in the '73-'74 period and again in the '78-'80 period. Chadwick comments, "Running costs peaked in the fourth quarter of '81, and that was coincident with the peak in gas prices. Since then, the lowered fuel costs and higher mpg have more than offset the continued rise in maintenance and repair expenses. So there has been a decline in running costs since the fourth quarter of '81."

But throughout this tumultuous 10-year period, movement of tire running costs has not been as drastic, and they have evidenced the same slide since the beginning of the eighties as overall running costs. However, when considered as a portion of total running expenses, tire running costs have decreased — as a percentage of the whole. For example, in '71, before the first oil embargo, tire running costs were 13.0 percent of total running costs. Last year, they were 6.7 percent.

Glancing at the most recent figures, Chadwick says, "On a cents-per-mile basis, tire expenses have decreased 5 percent from the end of last year to the present. Now during the same period of time, total expenses have declined about 1 percent. Therefore, you can say that tire expenses are declining at a more rapid rate than total expenses, at least during the last six-month period. And with the new lower prices recently coming into effect, we expect that trend to continue." AF

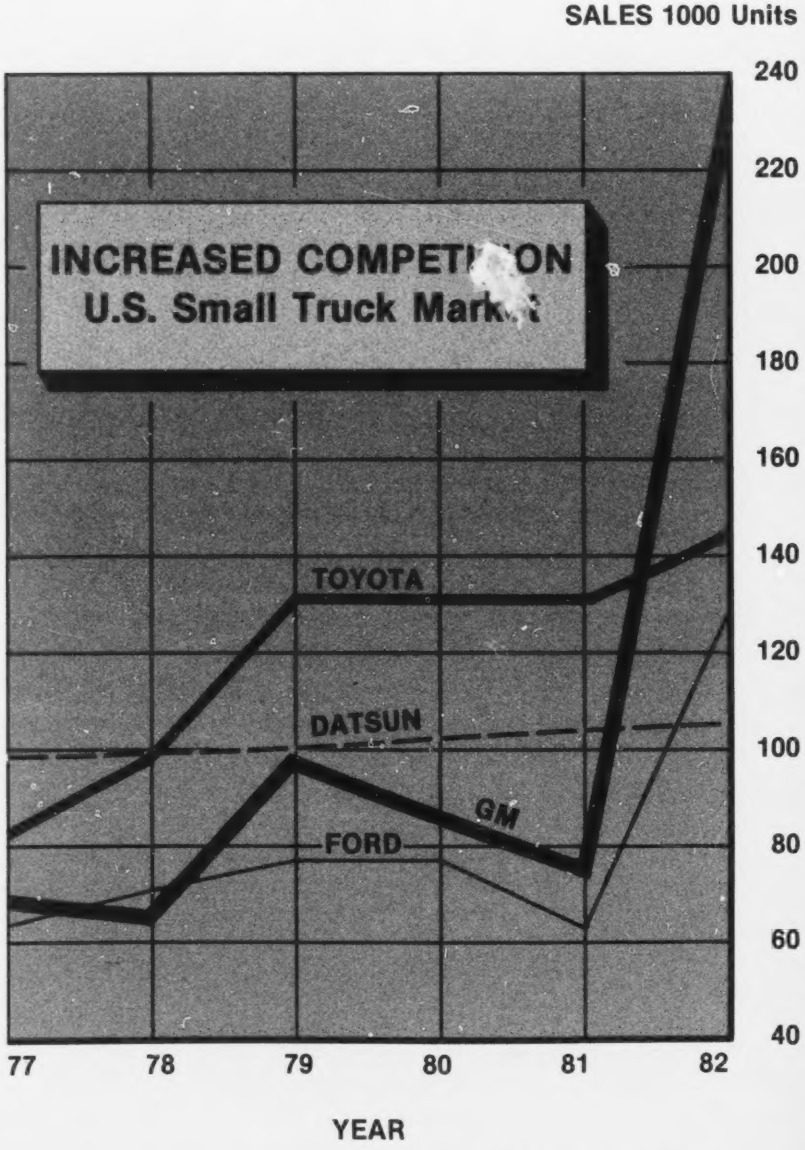

Tire Running Cost as a Percentage of Total Running Costs
11.7%
8.1%
6.8%
6.7%
'70
'75
'80
'83

Buying Patterns Noted

Light-Truck Commercial Market Survey

Light trucks are used in all types of businesses, and although 80 percent of all commercial fleets include at least one small truck (GVW Class I, under 6,000 lbs.), full-size pick-ups (GVW Class II, 6,000-10,000 lbs.) still account for 63 percent of all light trucks sold in the U.S. This and other interesting facts are contained in a survey by the University of Southern California prepared for Toyota on The Commercial Market for Small Light-Duty Trucks.

Other major findings include the facts that: both full-size and small truck buyers choose their trucks primarily on the basis of durability, reliability, workmanship, and ease and economy of operation and service. Most trucks are approximately equal in price, and dealers are chosen primarily on the basis of price, reputation, and ability to provide particular models on a timely basis. Most commercial buyers decide what to buy in advance of actually buying trucks. Full-size and small trucks are driven about the same mileage yearly, on the average. Fuel economy and maintenance make small trucks cheaper to operate, and most full-sized trucks rarely or never carry loads too heavy for a small truck. Popular options include automatic transmissions, extra payload capacity, larger engines, double-wall beds, and drop-in tool boxes. Most fleet operators are satisfied with their trucks and how they operate. And most dealers do not have formal programs for selling small trucks to fleet owners or for matching up their customers



> **". . . captive imports are being phased out . . ."**

to vendors of specialized truck bodies.

The light-truck study was prepared for Toyota Motor Sales, U.S.A., Inc., by the Management Internship Program of the Graduate School of Business Administration at USC, with funding from Toyota. The study centered around a nationwide mail survey in which questionnaires were sent to 5,000 businesses, 497 of which replied in a usable fashion. It was supplemented by personal and telephone interviews with dealers, vendors, and actual truck users.

The survey found that fleet users were more likely to operate trucks marketed under domestic nameplates than foreign ones. So-called "captive imports" — mainly the Chevy Luv and Ford Courier —are operated more commonly than the newer American-built small trucks — S-10, S-15, and Ranger — probably due to the limited time they have been on the market. Import trucks, mainly Toyota and Datsun, are more popular than American-built trucks, but not as popular as the captive imports. Even so, the survey states that captive imports are being phased out in favor of domestically manufactured models, and former buyers are expected to buy the newer, domestically produced trucks in favor of the regular imports.

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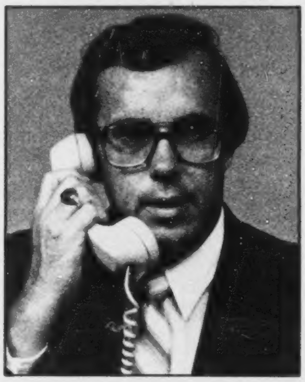

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"... buyers waiting for ... truly domestic ..."

Many buyers were waiting for some time for truly domestic, small, light-duty trucks to appear, the report says, and after this pent-up demand is satisfied, the total market share of the domestic manufacturers should settle down to an equilibrium level lower than the present one. It was also pointed out that most businesses operate three or less of one particular model truck.

Seventy-one percent of survey respondents said they used their trucks solely for business purposes, and 29 percent used them for both business and personal reasons.

It was also discovered that the smaller the company, in terms of gross sales dollars and in the number of employees, the more their trucks serve both business and personal functions. It was further noted the more rural the business location, the more dual use the trucks see.

Types of cargo carried in the light trucks, however, did not vary significantly between small and full-size trucks. About three-quarters of respondents carry tools, a little more than half carry piece items, and about 90 percent carry bulk items. Eighty-three percent of the small truck operators claim that 1,550 pounds or less is the maximum payload they ever carry, while 53 percent of full-size truck

MILES PER YEAR TYPICALLY DRIVEN
In (000)

Miles in 000s	Small Truck Owners	Full-Size Truck Owners
0- 9	14%	14%
9.01-14	25	22
14.001-19	16	18
19.001-24	17	20
24.001-35	20	17
Over 35	7	10
Average (Miles)	19,600	20,100

MAINTENANCE COST PER YEAR

$	Small Truck Owners	Full-Size Truck Owners
0- 75	9%	7%
76-125	19	13
126-175	10	13
176-225	17	15
226-350	21	20
351-550	11	16
551+	10	14
Average	$280	333

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> **". . . 90 percent carry 1,050 pounds or less . . ."**

operators claim 1,550 as their maximum payload.

In measuring the average payload carried in light duty trucks, the survey found that two-thirds of small truck operators carry 550 pounds or less on the average, and over 90 percent of them carry 1,050 pounds or less. One-third of the full-size truck operators, on the other hand, claim to carry 550 pounds or less on the average in their trucks, while three-quarters of them carry 1,050 pounds or less.

Another similarity between small and full-size truck operators, the survey found, is that small and full-size light-duty truck operators did not differ in the number of miles they typically drive per year, with approximately three-fourths of each claiming to drive 24,000 or less miles per year.

Where the small and full-size operators differ in their driving habits is in radius or longest one-way distances driven. Seventy-eight percent of small truck operators have a business radius of 105 miles or less, while 83 percent of full-size operators have a radius of 106 or more miles.

In another significant area of investigation, maintenance costs per year are found to be lower for the small truck operators than for the full-size ones. Annual maintenance costs for the small trucks ($280) are only 84 percent of what they are for full size ones ($333). Small trucks were also found to get better gas mileage in commercial operations: the average is 22 mpg for small, and 13 mpg for full-size trucks.

But the survey found no appreciable difference in how long the

OPERATING LIFE

YEARS	Small Truck Owners	Full-Size Truck Owners
0- 2	5%	4%
3	17	12
4	17	16
5	27	26
6- 9	17	24
20-11	14	12
Over 12	2	6
Average (Years)	6.0	6.5
MILES in 000		
0- 55	14	12
55.1-105	59	60
105.-175	18	20
Over 175	8	7
Average (Miles)	94,500	98,000

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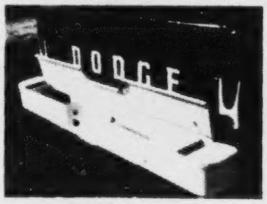

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> **". . . 79 percent of buyers support American manufacturers."**

OVERALL MILES PER GALLON (MPG)

	Small Truck Owners	Full-Size Truck Owners
0-10	1%	32%
11-15	4	36
16-20	30	27
21-25	46	4
26-30	16	1
31+	3	–
Average (MPG)	22	13

average commercial light-duty truck operator keeps small and full-size trucks. The average truck is kept for six to six and one-half years and 94,000 to 98,000 miles. The survey also showed that 54 percent of the businesses that operated light-duty trucks keep their trucks for three to five years, while three-fourths of the businesses keep their light trucks for 100,000 miles or less.

In the area of vehicle purchasing, the survey shows that of the most recent fleet purchases, respondents indicated Chevrolet and Ford as the top brands with 34 and 26 percent shares respectively. Toyota was the top foreign-built truck with a 12 percent share, followed by Datsun with 10 percent. These purchase decisions did not vary with the types and sizes of businesses investigated.

Further, it was found that 49 percent of the truck operators surveyed do not consider a second choice when they make their purchases. But of the 50 percent overall who did consider a second choice in their most recent purchase decisions, Chevrolet and Ford were the most often mentioned second choices, followed by Datsun and then Toyota. It is noted, however, that domestic choices tend to increase percentage-wise in this case because unlike imports, domestic manufacturers offer both full-size and small selections.

Only about 12 percent of the most recent full-size truck buyers who had a second choice considered an import as their second choice, while about 75 percent considered domestic makers as a second choice to compliment their full-size purchases.

Fifty-eight percent of operators whose most recent light-duty truck purchase was a small truck most frequently mentioned durability, 57 percent reliability, 55 percent fuel economy, 55 percent quality of workmanship, 53 percent price, and an unspecified percent manufacturer reputation as a reason for buying what they did.

The biggest difference noted between small and full-size purchasing decisions is the importance of "always buy from this manufacturer." This category received a 33 percent most important rating from full-size trucks, but only a 13 percent most important rating from small truck buyers. Therefore manufacturer loyalty seems to be much more important to the buyers of full-size, domestic trucks.

AVERAGE PAYLOAD CARRIED IN LIGHT-DUTY TRUCKS

	Small Truck Owners	Full-Size Truck Owners
0- 249	25%	10%
250- 449	16	9
450- 549	25	17
550- 749	9	8
750- 949	7	9
950-1049	10	21
1050-1549	4	14
Average (lbs)	555	935

In rating reasons for not purchasing foreign trucks for use in business, the most important reason by far was that 79 percent of buyers said they preferred to support American manufacturers. Further, 56 percent noted parts and service availability as one of the most important reasons for not buying foreign trucks, 33 percent noted insufficient payload capacity, 31 percent said they were underpowered, 31 percent said they lacked durabili-

TYPE OF BUSINESS

	Total	Small Truck Owners	Full-Size Truck Owners	Recent Purchases Total	Recent Purchases Full-Size
Appliance	7%	7%	7%	7%	8%
Plumbing	8	7	8	8	6
Electrical	12	13	13	12	14
Construction/ Carpentry	19	18	20	18	20
General Delivery	5	6	6	5	5
Gardening/ Nursery	3	3	3	3	2
Farming/ Agricultural	23	22	26	23	24
Forestry	2	2	2	2	2
Rentals	4	3	4	3	4
Pest Control	4	4	4	4	2
Automotive-Tires/Parts	4	4	3	4	3
Oilfield/ Production	3	3	3	3	4
Other	20	21	17	20	21

“. . . the battle . . . will become even more grim . . .”

ty, and 31 percent noted insufficient cargo space as their reason.

One other item of note is the relative non-importance of interest rates and finance terms to commercial buyers. Price, however, is quite important. And 93 percent of those sampled made their most recent acquisition of new trucks from a specific dealer. Of the most important reasons operators had for picking the dealers they did, the ratings were highest for low price and good prior experience, followed by good manufacturer and dealer reputations, and then the ability to provide adequate repair service.

The report says, “It is no surprise that good prior experience is one of the most important factors in choosing a specific dealer. This concern with reliability by the commercial light-duty truck operator apparently pays off, based on the fact that the majority of operators are highly satisfied with their current fleets.” And the unimportance of interest rates and financial terms, according to the survey, indicates that commercial operators do not, in general, have significant problems raising the capital for truck purchases. Presumably, many or most businesses have routine, long-term borrowing arrangements with banks and/or sufficient cash flow to pay for trucks right away. In either case, it concluded, these businesses do not need to make use of dealer financing and can therefore choose their trucks strictly on the basis of purchase price and expected operating costs.

The report also indicated that due to feelings of nationalism and economic consideration, the battle between domestic and foreign makers to capture large shares of the light truck buying market will become even more grim for the import makers. It states, “The greater brand loyalty in the full-size truck market in comparison to the small truck market seems to stem from buyers' greater attachment to American brands. Now that the American manufacturers are entering the small truck market with a domestically manufactured vehicle, we can expect some of the high brand loyalty in the full-size truck market to carry over in the small truck market. A truly domestic small truck may well inspire more brand loyalty than the captive imports of the past. With the American economy in its current state, many buyers are bound to have an even stronger preference for vehicles manufactured domestically. Import manufacturers will find it difficult to induce these buyers to switch brands at this stage of the small light-duty market's life cycle.” ◼

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Lease/Rental Scene

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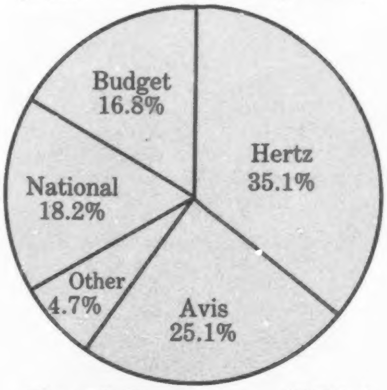
The book value of Hertz is $350 million to $400 million, but according to earlier reports, RCA had been seeking $750 million.

U.S. Daily Rental Airport Market Share
Top 100 Airports
(where four majors operate)



Total Revenue (000s)
$150,078 June 1983
Source: *Automotive Fleet* Research Dept.

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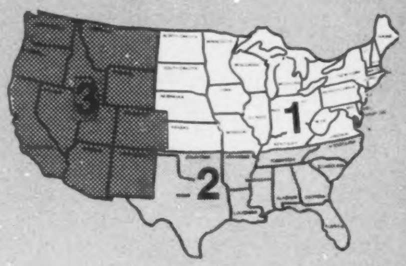


The following are average car prices for the period ending August 3, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
81 AMC SPIRIT			
D/L Cpe	3132	3162	3101
80 AMC SPIRIT			
D/L Cpe	2651	2680	2624
Wgn	2712	2740	2684
81 AMC CONCORD			
Sdn 6-4	3630	3667	3595
Sta Wgn 30	3822	3860	3783
80 AMC CONCORD			
Sdn6 4 Dr	3019	3049	2988
Sta Wgn	3198	3232	3165
81 BUICK SKYLARK			
Sdn	4412	4453	4367
81 BUICK REGAL			
Turbo Cpe	6296	6360	6233
Cpe	6015	6179	5956
80 BUICK REGAL			
Turbo Cpe	5475	5528	5422
Cpe	5242	5296	5190
81 BUICK LESABRE			
Sdn	6047	6109	5988
80 BUICK LESABRE			
Sdn	4724	4768	4675
81 CADILLAC			
Cpe DeVille	9548	9642	9454
Sdn DeVille	9485	9583	9393
80 CADILLAC			
Cpe DeVille	8365	8448	8282
Sdn DeVille	8263	8342	8177
81 CHEVY			
Chvt Htchbk	2922	2951	2892
Camaro Cpe8	5900	6217	5843
80 CHEVY			
Chvt Htchbk	2373	2397	2348
Camaro Cpe 8	5065	5115	5015
81 CHEVY CITATION			
Cpe 6	3719	3755	3679
80 CHEVY CITATION			
Sdn Htchbk	3121	3151	3088
81 CHEVY MALIBU			
Cpe	4779	4826	4732
Sdn	4695	4745	4649
Clas Cpe	5111	5163	5058
80 CHEVY MALIBU			
Cpe	3923	3960	3880
Sdn	3838	3876	3802
Clas Cpe	4245	4284	4202
81 CHEVY MONTE CARLO			
Cpe	5736	5794	5676
80 CHEVY MONTE CARLO			
Cpe	4858	4906	4812
81 CHEVY IMPALA			
Sdn	5346	5402	5292
Cpe	5371	5402	5292
Imp Wgn 9	5513	5568	5459
80 CHEVY IMPALA			
Sdn	4413	4455	4369
Cpe	4427	4470	4384
Est Wgn 9	4541	4587	4495
81 CHRYSLER			
Npt Sdn	5476	5525	5419
80 CHRYSLER			
Npt Sdn	4311	4354	4268
81 DODGE OMNI			
4 Dr Htchbk	3832	3871	3794
80 DODGE OMNI			
4 Dr Htchbk	2744	2773	2720
81 DODGE ARIES			
Sdn	4391	4433	4347
Sta Wgn	4705	4753	4658
80 DODGE ASPEN			
Sdn 6	3179	3213	3147
81 DODGE DIPLOMAT			
Sln Cpe	4694	4739	4646
Sln Sdn	4694	4739	4646
80 DODGE DIPLOMAT			
Cpe	3819	3855	3780
Sdn	3819	3855	3780
80 FORD PINTO			
Cpe	2019	2039	2001
Sta Wgn	2190	2212	2170
81 FORD FAIRMONT			
Sdn 4 Dr	3734	3772	3696
80 FORD FAIRMONT			
Sdn 4 Dr	2985	3016	2955
81 FORD MUSTANG			
Cpe 4	4045	4082	4005
80 FORD MUSTANG			
Cpe 4	3302	3334	3267
81 FORD GRANADA			
Sdn 8-L	4487	4534	4444
80 FORD GRANADA			
Sdn 8	3409	3443	3377
81 FORD LTD			
Sdn	5544	5597	5488
80 FORD LTD			
Sdn	4464	4509	4422
81 FORD ESCORT			
Sdn 4 Dr	3297	3330	3264
81 FORD CROWN VIC			
Sdn	6157	6217	6094
80 FORD CROWN VIC			
Sdn	4968	5018	4920
81 FORD THUNDERBIRD			
Cpe	5684	5742	5629
80 FORD THUNDERBIRD			
Cpe	4754	4800	4706
81 LINCOLN CONTINENTAL			
Sdn	11369	11484	11255
Mark VI	11369	11484	11255
80 LINCOLN CONTINENTAL			
Sdn	9517	9617	9421
Mark VI	9564	9660	9466
81 MERCURY ZEPHYR			
Sdn 2 Dr	3768	3808	3732
80 MERCURY MONARCH			
Sdn	3442	3479	3409
81 MERCURY MARQUIS			
Sdn	5859	5915	5801
80 MERCURY MARQUIS			
Cpe	4689	4735	4642
Sdn	4667	4717	4624
Wgn-2	4745	4794	4700
81 OLDS CUTLASS			
Sdn	5643	5698	5584
Sup Cpe	6015	6179	5956
80 OLDS CUTLASS			
Cpe Sln	4304	4303	4259
Sup Cpe	5249	5303	5198
81 OLDS DELTA			
Sdn	6047	6109	5988
Cpe	6071	6132	6009
80 OLDS DELTA			
Sdn	4737	4785	4689
Cpe	4763	4812	4715
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3832	3871	3794
80 PLYMOUTH VOLARE			
Cpe	3160	3196	3131
Sdn	3160	3196	3131
81 PLYMOUTH RELIANT			
Cpe	4369	4414	4324
81 PONTIAC FIREBIRD			
Cpe 8	5958	6014	5893
81 PONTIAC LEMANS			
Cpe 8	4970	5018	4919
81 PONTIAC PHOENIX			
Cpe 6	4234	4275	4191
81 PONTIAC CATALINA			
Sdn	5609	5662	5553
Bonneville Sdn	6190	6249	6125
81 VOLKSWAGEN RABBITT			
Cpe	3595	3429	3361
80 VOLKSWAGEN RABBITT			
Cpe	2816	2844	2788
IMPORTS			
81 DATSUN			
210 Std 2 Dr	2964	2993	2935
510 2 Dr	3833	3874	3798
810 Sdn 4 Dr	5808	5867	5750
80 DATSUN			
210 Std 2 Dr	2502	2527	2476
510 2 Dr	3244	3276	3212
810 Sdn 4 Dr	4492	4537	4447
81 TOYOTA			
Corolla 2 Dr	3686	3723	3650
Celica St Spt Cpe	4473	4518	4428
Corona Sdn 4 Dr	4165	4207	4124
80 TOYOTA			
Corolla 2 Dr Sdn	2242	2264	2220
Celica St Spt Cpe	3362	3395	3329
Corona Sdn 4 Dr	2663	2690	2636

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p.2, 16, 92, 94, 96,

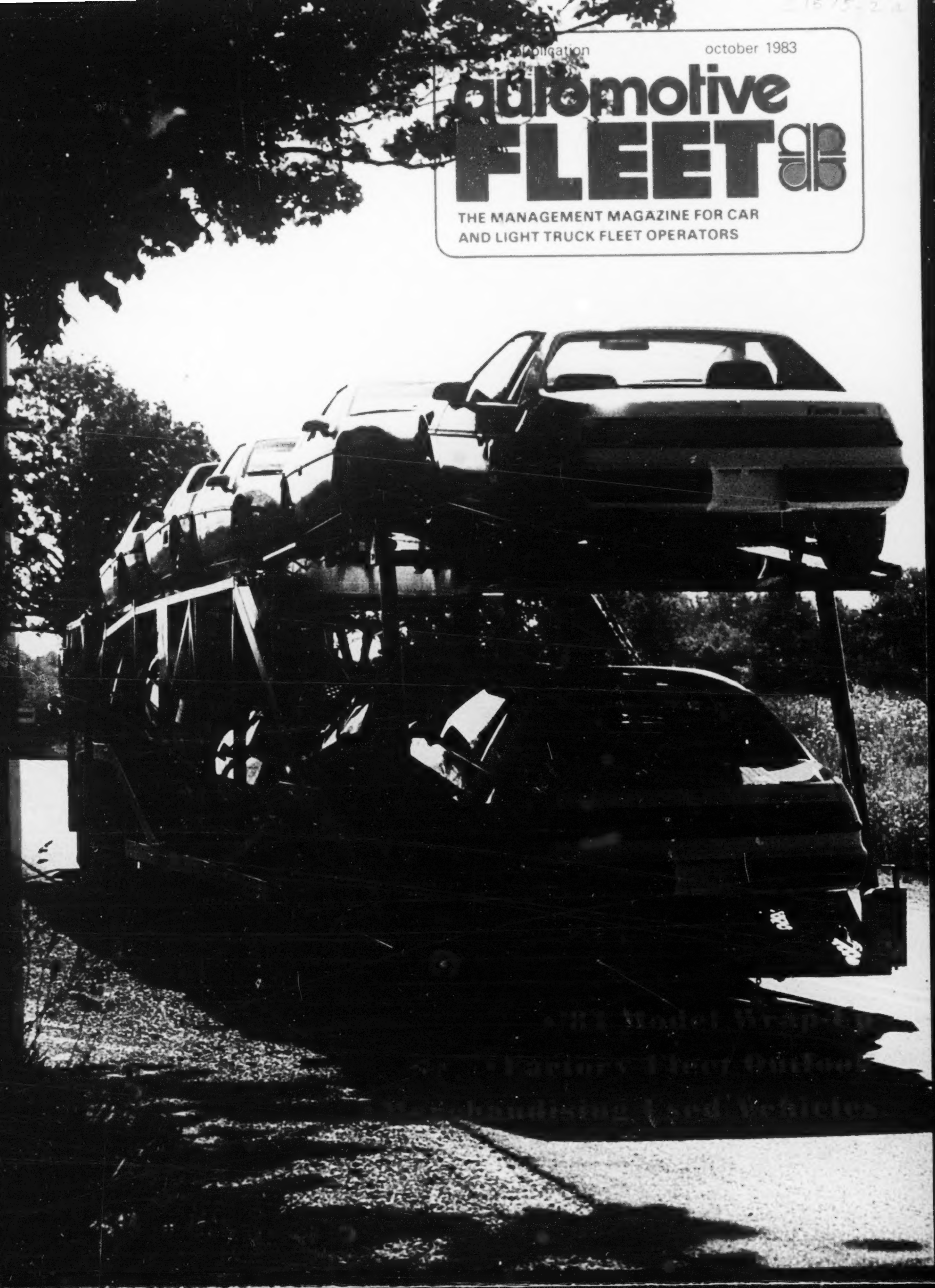
102, 106.

publication

october 1983

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR
AND LIGHT TRUCK FLEET OPERATORS



'84 Model Wrap-Up

[illegible] Factory Fleet Outlook

Merchandising Used Vehicles

October 1983 Vol. 22, No. 12

automotive FLEET®

**THE MANAGEMENT MAGAZINE FOR CAR
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Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

FEATURES

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Factory Fleet Directors' '84 Outlook p. 45

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On our cover: A truckload of new Pontiac Fieros departs Detroit, headed for hungry, sport minded consumers.

AUTOMOTIVE FLEET® (ISSN 0005-1519) is published monthly by Bobit Publishing Company. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Please address ALL correspondence to the Editorial and Executive Offices at 2500 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices — United States: $18 per year, $35 for two years; Canadian and Foreign: $22 per year, $40 for two years. Single copy price — $2.00; Fact Book — $10. Number of cars operated and services must accompany the order. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional entry. Postmaster: Return Form 3579 to 2500 Artesia Boulevard, Redondo Beach, California 90278.

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READER UPDATE

Calendar

OCTOBER

1-6 — International Association of Chiefs of Police, Detroit, MI.

4-6 — Electric Vehicle Council conference and Expo, Dearborn Hyatt Regency, Dearborn, MI.

6-8 — National Auto Auction Association, Drake Hotel, Chicago, IL.

12-15 — Dollar Rental Licencees, Ceasar's Palace, Las Vegas, NV.

16-20 — National Conference for Automotive Technology, Daytona Hilton, Daytona Beach, FL.

17-19 — NAFA Basic Principles of Fleet Management, Chicago, IL.

27-29 — Truck Body and Equipment Association, Stouffer's Riverfront Towers, St. Louis, MO.

30-Nov. 3 — International Taxicabs Association, Fontainebleau Hilton, Miami, FL.

NOVEMBER

2-6 — Avis Rental Licencees, La Posada, Phoenix, AZ.

6-10 — National Pest Control Association, Sheraton Hotel, Washington, D.C.

14-15 — NAFA Advanced Fleet Management, Charlotte, N.C.

17-20 — WVLA National Certification Seminar, San Francisco, CA.

Gas Prices

	UNLEADED	
City	**Full-Serve**	**Self-Serve**
Atlanta	147.9	123.4
Boston	127.3	122.7
Chicago	150.2	129.2
Dallas	139.3	116.1
Denver	146.0	129.5
Detroit	145.2	126.7
Indianapolis	143.2	124.6
Kansas City	140.6	120.0
Los Angeles	146.5	123.6
Minneapolis	150.2	128.2
New York	140.9	128.9
Phoenix	136.6	124.4
Pittsburg	136.7	123.8
San Francisco	144.0	128.1
Seattle	147.0	128.8
US Average	139.6	126.9

Survey conducted during the first five working days of September, 1983. Supplied by runzheimer and Company, Inc., Runzheimer Park, Rochester, WI.

Fleets Buying More and Bigger in 1984

NAFA's Survey of New Car Acquisition

Members of the National Association of Fleet Administrators, Inc., have good news for Detroit: they will be ordering more and bigger cars in the 1984 model year than they did in 1983 – so begins the summary of NAFA's survey of fleet managers as to their new acquisition intentions.

The survey tallied results for fleets in different groups: insurance, manufacturing-industrial, manufacturing-consumer, food and beverage, drugs and cosmetics, chemical and petroleum, government, law enforcement, public utility, miscellaneous, and Canadian. A total of 202 fleets participated in the recent NAFA survey, with 28 of those Canadian. These participating fleets have a total of 115,694 passenger cars, of which 38,437 were new models acquired during the '83 model year. During the '84 model year, they plan on acquiring 42,485 new passenger cars.

Highlights from the acquisition survey include the following major points:

- Orders for compact and subcompact cars will account for 58 percent of the new car orders, as compared with 70 percent of '83 model year acquisitions.
- Four-door sedans will account for nearly 80 percent of all new car orders.
- Of surveyed fleets, 21 are making major changes in the size of the cars they are ordering, with 13 switching to compacts and eight moving to mid-size models.
- Of the surveyed fleets, 22 are planning changes in engines ordered, with 16 switching to 4-cylinders, four changing to V-6s, and one switching to V-8s.
- And 15 of the surveyed fleets

1984 New Car Acquisition Survey Summary

		Current Composition									'84 Acquisitions by Category			
Group	Number of Cars	Owned	Leased	Sub-Compact	Compact	Mid-Size	Large	1983 New Car Acquisitions	1984 Planned New Car Acquisitions	Sub-Compact	Compact	Mid-Size	Large
Insurance (40)	28,406	20,446	7,960	648	19,713	6,506	1,539	9,489	10,325	125	7,082	2,638	480
Chemical & Petroleum (18)	14,059	7,108	6,951	—	3,890	7,813	2,365	3,170	3,638	—	2,020	1,103	515
Drug & Cosmetics (16)	14,958	2,051	12,907	10	9,851	4,431	666	6,576	6,290	—	4,312	1,817	161
Food & Beverage (21)	11,842	7,349	4,493	115	4,594	6,739	394	4,003	4,579	—	2,383	2,126	70
Manufacturing—Industrial (31)	16,898	2,050	14,848	321	5,151	8,321	3,105	6,121	6,841	10	2,193	3,740	898
Manufacturing—Consumer (23)	15,259	8,450	6,809	46	9,336	4,041	1,836	4,364	5,600	—	3,542	1,576	482
Miscellaneous (25)	8,575	2,196	6,379	865	3,917	3,371	422	3,057	3,028	305	1,364	1,266	93
U.S. Totals (174)	109,997	49,650	60,347	2,005	56,452	41,222	10,318	36,780	40,301	440	22,896	14,266	2,699
Canada (28)	5,697	2,130	3,567	120	2,234	2,878	465	1,657	2,184	136	866	1,106	76

"Orders for compacts and sub-compacts . . . 58 percent."

will be ordering manual transmissions.

The complete results of the survey are being published in two parts in successive issues of the *NAFA Bulletin*. Car categories for the survey specifically are: sub-compacts — wheelbase under 99 inches, curb weight under 2,199 lbs.; compacts — wheelbases between 100 and 104 inches, curb weight between 2,200 and 2,599 lbs.; mid-size — wheelbase between 105 and 108 inches, curb weights between 2,600 and 3,199 lbs.; large — wheelbase more than 108 inches, curb weight more than 3,200 lbs.

A composite of the U.S. fleets participating appears as follows: excluding government and public utility cars, the 174 fleets responding reported 109,997 vehicles, with an average fleet size of 632. The current composition of those fleets

New Car Orders By Body Style
U.S. Fleets

(Percentage of New Car Orders)

3-door hatchback	*
5-door hatchback	2%
Station Wagon	7%
2-door sedan	11%
4-door sedan	79%
Sport Model	*

*Mentioned, but less than ½ of 1 percent.

New Car Orders By Size and Line
U.S. Fleets

(Percentage of New Cars Being Ordered)

Car Size	Line			
	Total	Bottom	Middle	Top
Sub-Compact	1	*	1	—
Compact	57	3	47	7
Mid-Size	35	7	19	9
Large	7	1	2	4
Total	100	11	69	20

*Mentioned, but less than ½ of 1 percent.

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Convention Schedule

Wednesday, 11/9/83

9 to 5	Board of Directors Meeting
6:30	Cocktail Reception

Thursday, 11/10/83

8-9:30	Opening Breakfast Sponsor: Nissan
10-5	Workshop Seminars
12-1:30	Luncheon
5-8	Unscheduled delegate free time
8-11	Workshop seminar

Friday, 11/11/83

9-12	Workshop Seminar
12:30-11	**Special Event** City tour of Chicago, including dinner and a stop at "Second City" Comedy Show

Saturday, 11/12/83

9-5	Seminar Workshop
12-1:30	Luncheon
6-7	Cocktail Reception
7-?	Closing Banquet and Dance

For information Call: (215) 352-0510

". . . 73 percent will be 4-door sedans."

averages 12 sub-compacts, 323 compacts, 240 mid-size, and 57 large.

The insurance group is the largest segment participating in the '84 acquisition survey, with 40 fleets operating 28,406 cars, more than 20,000 of which are company owned. And acquisition trends evident in the insurance group are indicative of the other industry segments represented in the complete NAFA survey. Of the total number of insurance fleet vehicles, 648 are subcompacts, 19,713 compacts, 6,506 mid-size, and 1,539 large. During the '83 model year, these fleets acquired 9,489 new cars; during the '84 model years, they plan on acquiring 10,325. These planned acquisitions will include 125 subcompacts, 7,082 compacts, 2,638 mid-size, and 480 large.

Of the group's new car orders, 55 percent will be middle-line models, 29 percent top-of-the-line, and 15 percent bottom-line. Three insurance fleets are switching to 4-cylinder models; one is ordering V-6s; and two are ordering all manual transmissions in their subcompacts.

As to door-configuration, 73 percent of their new car orders will be 4-door sedans, with 23 percent 2-door sedans, 2 percent station wagons, and 1 percent each for 3- and 5-door hatchbacks.

Turning back to the overall composite, we find that of the 40 fleets participating in the survey, 10 reported that they are now operating some imports; three said they would order imports during the '84 model years; and one reported that it planned to order some specialty models.

When it comes to driver participation in the selection process, 23 fleets reported that operators have a choice of the make; drivers in 18 fleets can specify model; in two they can select engine; and in one, drivers can choose transmission. In 17 of the insurance fleets, drivers can select optional equipment which they pay for.

An acquisition composite covering the '79 through '83 model years for U.S. fleets taking part in the survey appears in an accompanying box, as do new car orders by body style and size and line.

One final note of interest pertains to the on-going controversy over leases containing terminal rental adjustment clauses (TRAC clauses). The 174 U.S. sales and service fleets responding to the survey operate more than 60,000 leased vehicles. Ninety percent of the vehicles leased by survey respondees are acquired through a finance lease, with only 7 percent acquired through net leases, and 3 percent through maintenance leases. AF

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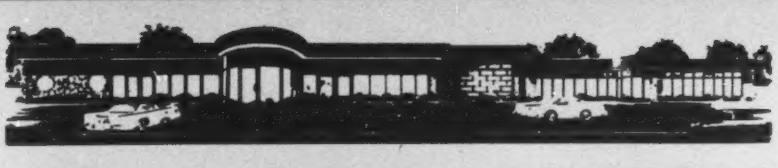
Paul S Janus

Paul S. Janus
National Fleet Sales Manager

Kim M. Gray
Assist. Fleet Manager



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Lease/Rental Scene

LEASE-RENTAL INDUSTRY ADVANCED IN 1982

Lease-rental vehicle industry revenues climbed 4.7 percent in 1982, but units in service succumbed to the four-year auto depression and slipped 1 percent from their 1981 record, according to a Hertz estimate report.

The number of lease-rental cars and trucks on the road slid to 6,046,000 vehicles from the previous yearly height of 6,109,000, the first time in the more than 65-year history of the business records have shown a unit decline. Revenues continued upward, however, advancing to $37.165 billion from 1981's $35.491 total, as a result of recent car and truck purchase price and ownership and operating cost increases.

"Users of most cars and trucks continued to keep vehicles longer, and those who lease and rent motor vehicles are no exception," the company commented in the report.

Hertz estimates total cars in non-personal service — both leased and owned vehicles, including fleet models — were down 3.4 percent from the 1981 high of 12,490,000 to 12,061,000 in '82.

Sales of new non-personal cars fell 7.2 percent in 1981 and were off more than 25 percent from the record number sold in 1972. However, total non-personal autos in use continued to advance through the 1970's because both business and government began keeping vehicles longer.

New cars and trucks entering lease-rental service also were off 8 percent. Overall new car sales fell 8.2 percent in 1982.

It was noted that lease-rental vehicle age or holding times was up 7.5 percent from 3.17 years in '81 to 3.41 years in '82. But it further noted that average annual mileage run by such cars climbed 4.2 percent in 1982, indicating that business people began to travel more last year.

AVIS ACTIVATES RAPID RETURN PROGRAM

After seven months of testing, Avis Rent A Car Systems has completed the initial phase of the first computerized, self-service return system in the car rental industry. The company is installing 50 Diebold TABS Consumer Transaction Terminals at major U.S. airports and downtown locations as part of its rapid return program.

With this program, renters can receive a printed record of their charges at the time they return a rental car without the assistance of an Avis representative. Customers process their rental agreements simply by entering the vehicle number, mileage, and gas gauge reading on the terminals. The on-line computer system responds by displaying the customer's name, the number of miles driven, and additional information on the screen. When the information is confirmed by the customer, the system computes the bill, and the terminal prints a detailed acknowledgement of the charges and contract information for the customer's records and expense reporting.

AVIS
Car Return

The keyboard, CRT, and operating panel on the Rapid Return terminals are of the same design as the operating panels on Diebold TABS automatic teller machines used by a majority of the nation's ATM cardholders.

GELCO TO UNIFY CORPORATE IDENTITY

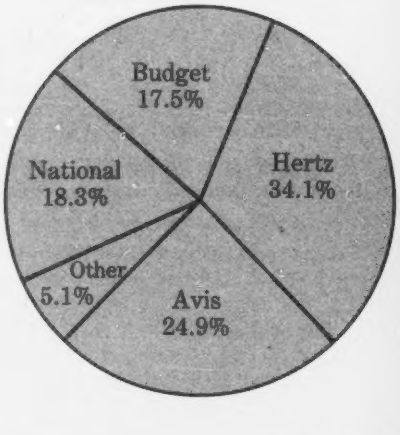
The Gelco Corporation will extend the Gelco name to all its profit centers. According to N. Bud Grossman, Gelco chairman and chief executive officer, the idea had been researched over a 12-month period after which it was concluded that the move would heighten visibility and marketing clout.

The name change becomes effective immediately, and the new logotype and equipment markings will be phased in as units of equipment are replaced or refurbished and as fleets are expanded.

Gelco Fleet and Management Services, Gelco Travel Services, and Gelco Rail Services will retain their existing names.

U.S. Daily Rental Airport Market Share

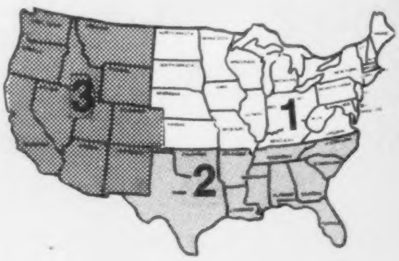
Top 100 Airports
(where four majors operate)



Total Revenue (000s)
$153,046.1
July 1983

Source: *Automotive Fleet* Research Dept., and Budget Rent-a-Car Research Dept.

Used Cars



The following are average car prices for the period ending September 7, 1983. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in AUTOMOTIVE FLEET by special permission of Automotive Market Report.

	AVERAGE AUCTION PRICE		
Model	**Zone 1**	**Zone 2**	**Zone3**
82 AMC CONCORD			
Sdn 6-4	4492	4539	4447
Sta Wgn 30	4724	4770	4677
81 AMC CONCORD			
Sdn 6-4 Dr	3612	3649	3577
Sta Wgn	3803	3841	3764
82 BUICK SKYLARK			
Sdn	5408	5462	5355
81 BUICK SKYLARK			
Sdn	4377	4418	4332
82 BUICK REGAL			
Turbo Cpe	7196	7268	7126
Cpe	6924	6994	6855
81 BUICK REGAL			
Turbo Cpe	6290	6354	6226
Cpe	6009	6073	5950
82 BUICK LESABRE			
Sdn	7745	7820	7667
81 BUICK LESABRE			
Sdn	6029	6090	5970
82 CADILLAC			
Cpe DeVille	12119	12240	12001
Sdn DeVille	12046	12166	11929
81 CADILLAC			
Cpe DeVille	9548	9642	9453
Sdn DeVille	9484	9583	9393
82 CHEVY			
Chvt Htchbk	3709	3747	3673
Camaro Cpe8	7870	7944	7768
81 CHEVY			
Chvt Htchbk	2907	2936	2878
Camaro Cpe 8	5870	5931	5814
82 CHEVY CITATION			
Cpe 6	4768	4817	4720
81 CHEVY CITATION			
Cpe 6	4439	4480	4395
82 CHEVY MALIBU			
Cpe	6115	6175	6053
Sdn	6383	6448	6321
Clas Cpe	6549	6617	6480
81 CHEVY MALIBU			
Cpe	4731	4778	4684
Sdn	4649	4697	4603
Clas Cpe	5060	5111	5008
82 CHEVY MONTE CARLO			
Cpe	6522	6591	6459
81 CHEVY MONTE CARLO			
Cpe	5748	5806	5687
82 CHEVY IMPALA			
Sdn	6721	6792	6657
Cpe	6914	6985	6847
Imp Wgn 9	6987	7057	6916
81 CHEVY IMPALA			
Sdn	5319	5375	5266
Cpe	5344	5398	5293
Est Wgn 9	5541	5596	5486
82 CHRYSLER			
LeBaron Sdn	6243	6308	6184
81 CHRYSLER			
Npt Sdn	5492	5542	5435
82 DODGE OMNI			
4 Dr Htchbk	3832	3871	3794
81 DODGE OMNI			
4 Dr Htchbk	3184	3218	3154
82 DODGE ARIES			
Cpe	5126	5179	5074
81 DODGE ARIES			
Sdn	4382	4424	4338
82 DODGE DIPLOMAT			
Sln Cpe	5438	5492	5385
Sln Sdn	5757	5814	5701
81 DODGE DIPLOMAT			
Sln Cpe	4671	4715	4623
Sln Sdn	4671	4715	4623
82 FORD FAIRMONT			
Futura	4778	4825	4732
81 FORD FAIRMONT			
Sdn 4 Dr	3689	3727	3652
82 FORD MUSTANG			
Cpe 4	4756	4804	4709
81 FORD MUSTANG			
Cpe 4	4025	4062	3985
82 FORD GRANADA			
Sdn 8-L	5488	5544	5433
81 FORD GRANADA			
Sdn 8-L	4443	4488	4480
82 FORD LTD			
Sdn	6948	7018	6878
81 FORD LTD			
Sdn	5544	5597	5487
81 FORD ESCORT			
Sdn 4 Dr	3281	3313	3248
82 FORD CROWN VIC			
Sdn	7729	7806	7652
81 FORD CROWN VIC			
Sdn	6188	6248	6124
82 FORD THUNDERBIRD			
Cpe	6603	6671	6537
81 FORD THUNDERBIRD			
Cpe	5672	5730	5618
82 LINCOLN CONTINENTAL			
Sdn	13840	13978	13703
Mark VI	13571	13705	13433
81 LINCOLN CONTINENTAL			
Sdn	9479	9577	9384
Mark VI	11403	11518	11288
81 MERCURY ZEPHYR			
Sdn 2 Dr	3723	3762	3687
82 MERCURY LYNX			
HthBk 3-Dr	3969	4006	3927
82 MERCURY MARQUIS			
Sdn	8150	8236	8068
81 MERCURY MARQUIS			
Cpe	5876	5933	8068
Sdn	7302	7374	7230
Wgn-2	7531	7609	7459
82 OLDS CUTLASS SUPREME			
Cpe	6924	6994	6855
Sdn	6658	6725	6594
81 OLDS CUTLASS			
Sdn	5637	5692	5578
Sup Cpe	6009	6073	5950
82 OLDS DELTA			
Sdn	7502	7577	7427
Cpe	7864	7944	7786
81 PLYMOUTH HORIZON			
4 Dr Htchbk	3186	3219	3155
82 PLYMOUTH RELIANT			
Cpe	5100	5152	5049
81 PLYMOUTH RELIANT			
Cpe	4360	4405	4315
81 PONTIAC FIREBIRD			
Cpe 8	5928	5984	5864
81 PONTIAC LEMANS			
Cpe 8	4920	4968	4870
81 PONTIAC PHOENIX			
Cpe 6	4200	4241	4157
81 PONTIAC CATALINA			
Sdn	5581	5634	5525
Bonneville Sdn	6159	6218	6094
81 VOLKSWAGEN RABBIT			
2-Dr HtchBk	3595	3429	3361
IMPORTS			
81 DATSUN			
210 Std 2 Dr	3566	3601	3530
510 2 Dr	3836	3874	3798
810 Sdn 4 Dr	5808	5867	5750
82 TOYOTA			
Corolla 2 Dr	4560	4605	4514
Celica St Spt Cpe	5685	5741	5628
Corona Sdn 4 Dr	4949	4999	4900
81 TOYOTA			
Corolla 2 Dr Sdn	3212	4244	3180
Celica St Spt Cpe	4473	4518	4124
Corona Sdn 4 Dr	4165	4207	4124